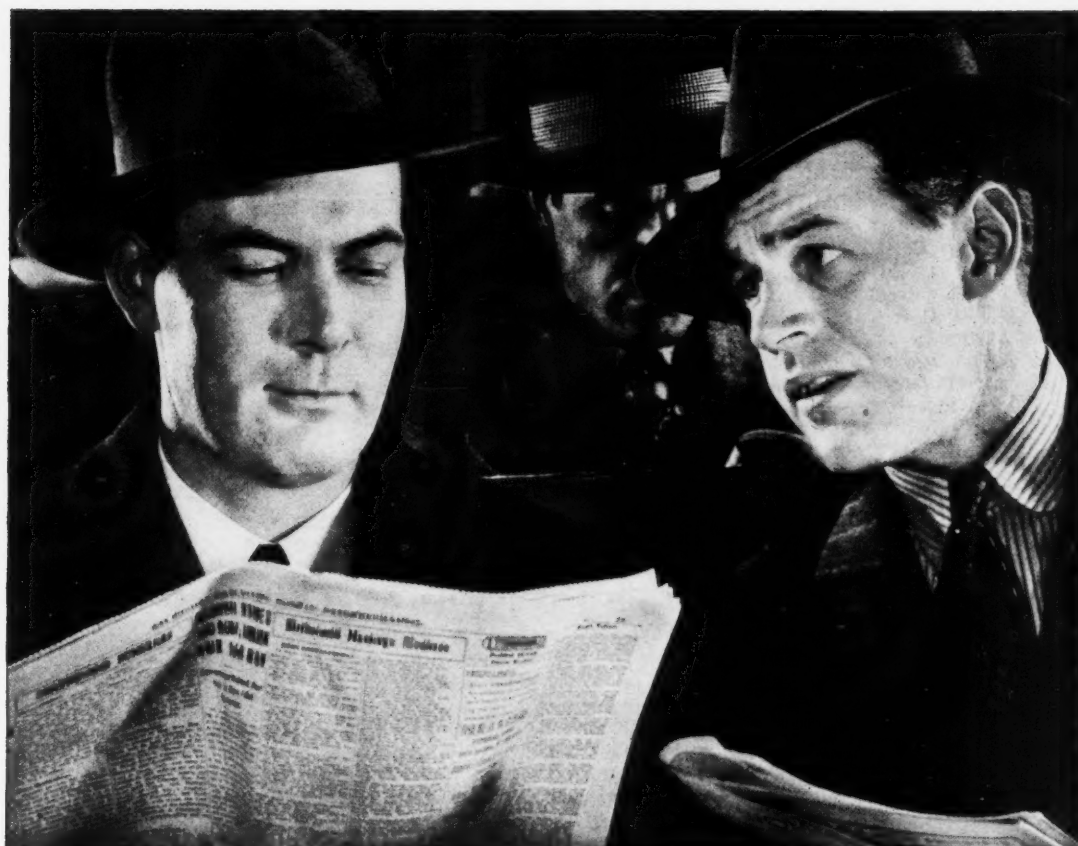


# The NATIONAL UNDERWRITER

## Life Insurance Edition

The first of ten full page Northwestern Mutual Post advertisements which will appear during 1942.



### "Joe, What's Your Cure for Worry?"

Joe knows no way to banish *all* worry, but he has found—as you can find—freedom from one *big* worry that besets most men with families

**S**URE, these are worrying times. The going is harder. Higher living costs, higher taxes, are sober facts there's no escaping. But most of us—as we always have—will look beyond today's difficulties at tomorrow's inevitable needs.

Most of us *will* provide for our families a blessed protection against want, a richer opportunity for our children, a heritage of security. For we have learned that life insurance is a sure way to make a few dollars today return a substantial benefit in the future.

To those who would be especially careful in their

choice of life insurance, who would seek for every assurance that their company meets *every* test, The Northwestern Mutual addresses itself.

For generations, the character of this company has appealed to the discriminating. Many years ago the ambition of this company was defined as "less to be large than to be safe... never to sacrifice those points which make The Northwestern Mutual pre-eminently the policyholder's company."

Careful selection of policyholders has kept mortality costs low. A management which put conservation ahead of expansion has kept operating costs

low. Thus the policyholder in The Northwestern Mutual enjoys exceptionally low cost for his life insurance.

You will find much about The Northwestern Mutual, its policy contracts and its settlement privileges that has especial significance in times like these. Talk to a Northwestern Mutual agent. It's through him, and him alone, that you have access to the many special advantages of Northwestern Mutual life insurance.



WE ARE

**THE NORTHWESTERN MUTUAL**  
LIFE INSURANCE COMPANY • MILWAUKEE, WIS.

1942 DIVIDENDS of The Northwestern Mutual will be maintained at the same scale as was paid during 1941.

FRIDAY, FEBRUARY 6, 1942

# Economic Security



## THE AMERICAN WAY

### THE 36TH ANNUAL STATEMENT AS OF DEC. 31, 1941

#### ADMITTED ASSETS

Cash in Office and Banks..\$	747,862.55
U. S. Government Bonds—	
Direct and Fully Guar-	
anteed .....	10,138,592.79
Government Agencies ..	1,575,011.23
State, County and Mu-	
nicipal Bonds .....	2,026,084.02
First Mortgage Loans ....	14,529,033.44
Policy Loans and Notes	
Secured by Policy Re-	
serves .....	3,786,439.70
Real Estate, including	
\$817,868.71 sold on con-	
tract .....	2,221,351.50
Due and Accrued Interest	
and Rents .....	225,426.99
Net Deferred and Unre-	
ported Premiums .....	638,736.97
All Other Assets.....	61,015.83
Admitted Assets .....	\$35,949,555.02

#### LIABILITIES and SURPLUS

Policy Reserves .....	\$28,692,265.00
Policyholders' Funds Left	
with the Company.....	3,487,450.70
Policy Claims Due and Un-	
paid .....	None
Policy Claims Not Re-	
ported or Proofs Incom-	
plete .....	93,090.76
Set Aside for Policyhold-	
ers' Dividends .....	601,186.56
Reserve for Taxes.....	74,300.00
All Other Liabilities.....	206,665.08
	\$33,154,958.10
Capital	
Stock ...\$	300,000.00
Surplus and	
Contin-	
gency	
Funds ...	2,494,596.92
	2,794,596.92
Total Liabilities and Sur-	
plus .....	\$35,949,555.02

OFFICERS—B. G. Huntington, chairman of board; G. W. Steinman, president; F. J. Wright, vice president and counsel; J. A. Hawkins, vice president and manager of agencies; Fred Vercoe, treasurer; Dr. A. R. Stone, medical director; R. C. Witherspoon, secretary; C. O. Sullivan, actuary; C. G. Barratt, assistant secretary and assistant treasurer; J. G. Monroe, superintendent of agencies; George T. Healea, manager mortgage loan department.

INSURANCE IN FORCE DECEMBER 31, 1941.....\$129,020,914



**THE MIDLAND MUTUAL  
LIFE INSURANCE CO.**  
COLUMBUS, OHIO

#### SIGNIFICANT GAINS— 1941

- New Insurance Increased...12.5%
- Insurance in force increased. 5.2%
- Total Income increased..... 6.3%
- Assets increased ..... 7.1%
- Policy reserves increased... 6.9%
- Surplus increased ..... 6.4%
- Payments to policyholders in-  
creased ..... 9.0%

### TICE and JEFFERS, General Managers, Home Office Agency

#### ASSOCIATES:

H. O. TICE  
B. F. CARTER  
GARWOOD & WHIPPLE  
HARRY E. SMITH  
ROY A. COLE  
ROBERT L. KALLMERTEN

LUCILLE J. MEANS  
EDNA A. RICHMOND  
E. P. TICE, JR.  
M. C. TYNDALL  
CHARLES W. ANDREWS  
& SON, LANCASTER, OHIO  
FLETCHER C. BENTON  
JACKSON, OHIO

GEORGE A. CLELAND  
NEW CONCORD, OHIO  
C. A. DEVOE  
WILMINGTON, OHIO  
K. I. DICKERSON  
NEWARK, OHIO  
OTTO M. ILES  
LOGAN, OHIO

CECIL H. MECHEM  
MT. VERNON, OHIO  
L. U. MECHEM  
BETHESDA, OHIO  
WALTER W. PATTERSON  
CADIZ, OHIO  
HENRY D. P. THOMAS  
BALTIMORE, OHIO

F. RAY WILSON  
POMEROY, OHIO  
JAMES H. BARKER  
LOGAN, OHIO  
KENNETH FERNEAU  
GREENFIELD, OHIO  
OLNEY R. GILLOGLY  
ZANESVILLE, OHIO  
IDA M. MILLER  
COSHOCTON, OHIO



# The NATIONAL UNDERWRITER

Forty-sixth Year—No. 6

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, FEBRUARY 6, 1942

\$3.00 Year, 15 Cents a Copy

## Effect of War on Old \$10 Disability Clauses Is Studied

### Most Benefits Voided by Military Service; How About After War?

A good deal of thought is being given these days to the operation of the war exclusion provisions in the old income total disability contracts that were attached to life policies and issued very liberally until about 1930. At this point there seems to be no general statement that can be made as to company policy. There was no uniformity in the war exclusion provisions among the companies and, indeed, the terms and phraseology of the disability clause were changed from time to time by each individual company, so that it is difficult for any particular insurer to lay down a definite procedure.

Apparently most of the total disability clauses contained a provision that the coverage of the clause should terminate or should become void when the assured entered military service in time of war. In other words, it was a status clause. The disability protection no longer existed at all. It is believed that few, if any, such clauses made any reference to the possibility of reviving the disability benefits after the insured left military service. Most companies apparently are leaving that question to be settled until some later date. The suggestion has been made that after a man leaves military service, his disability protection might be reinstated upon giving proof of insurability.

#### Notify the Assured

Some of the companies are notifying those assured who are now in military service and have disability clauses in their contracts that the coverage has terminated and stating that the premium for that portion of the contract is being waived. No statement is made to the policyholder as to what the situation may be when he leaves military service. The situation is analogous to the extra premium that was charged for insurance of those entering military service in the last war. No promise was made to such persons that the premium would be refunded to them if it proved to be unnecessary and yet most of the companies did make such a refund after the war.

Of course, companies have no way of automatically finding out when an assured that has a disability provision enters military service and it is believed that none of the companies so far at least has sent out any general notification to assured on this point. When a company by one way or another discovers that a man is in military service then it does notify him.

The question may not prove to be important, in the aggregate because disability insurance under the old clause

## N. Y. on Unclaimed Fund Law Gets Only \$1,400,000

ALBANY—Little chance is seen for Assemblyman Morritt's bill which would force out-of-state companies licensed here to pay to the state of New York all unclaimed funds held under policies written on New York residents. For the last three years domestic companies have been required to turn over unclaimed funds on policies of New York state residents.

Morritt's measure appears to have no great amount of support and is opposed by the New York department. At the time the present law was enacted Superintendent Pink vigorously and successfully fought a proposal to include out-of-state companies along with domestic insurers.

#### Amount Was Exaggerated

At that time supporters of the bill made fantastic claims for the amount that would be realized, some estimates running as high as \$6,000,000. However, the actual amount paid to the state comptroller in 1940, on the basis of unclaimed funds held Dec. 31, 1939, was something less than \$1,400,000. This figure, of course, included amounts accumulated over the years. The following year the total was only \$34,791 and it will presumably be about the same this year on the basis of amounts held at the close of 1941.

The present law provides that funds shall be paid over to the state when they have lain unclaimed for seven years after maturity in the case of endowments and Dec. 31 of the date following expiration in the case of all other types of policy. Only amounts of \$10 or more are affected.

In addition to involving an undesirable degree of interference with other states companies, there is grave doubt as to the constitutionality of Morritt's proposal.

has not been sold for more than 10 years. The average age of those who bought this insurance and still have the insurance in force is probably well into the 40's. It is most likely to come up in case of older men who have had reserve commissions in the army and navy and now are in active service.

The income disability provision produced a severe loss for most of the companies but it is believed that they can be depended upon not to take an unduly sharp attitude in order to become relieved of the business at this time. There is probably no doubt that the companies that have a status type of clause will apply it literally and will exclude disability arising during a man's period of military service and continuing thereafter. The important question is what will be done about reinstating clauses after the war service provided the insured is in good shape physically.

One possibility is seen that a company might be held to be liable even though a war clause were in effect, should it continue to receive premiums for the disability provision while the man is in service. Some assured conceivably might not think anything about the question and continue to send in the

## Training of Agents Required in Mich.

### Made Requisite for Licens- ing in New Department Regulations

LANSING, MICH.—All life companies operating in Michigan are being notified by Commissioner Berry of new requirements for licensing and maintaining agents' licenses.

The new code, involving a mandatory 120-day training program for new licensees, also provides a check-up on the production record of agents and bars payment of commissions to agents or solicitors on business produced through kinship or business affiliations unless the agent or solicitor has placed in force and paid for at least four earlier policies aggregating \$10,000.

#### Insurer Liable for Training

When an applicant is licensed for a given life company, that carrier is to be deemed the agents' "primary life insurance company" and held responsible for training the new agent. The companies are instructed to prescribe and give such agents a course of instruction which has been accepted by the Michigan department and the commissioner asks that they submit their educational programs "at as early a date as possible." It is provided each new agent "shall satisfactorily complete such course within 120 days from the issuance of license to him." Completion of the course is to be certified to the department on a form provided. The rule is made effective April 1, when the new licensing year starts.

#### New Licenses "Probationary"

All licenses issued to new applicants or to persons unlicensed in the state for five years or more are probationary. If a probationer fails to complete training he can not be licensed for any other carrier without satisfactory completion of a training course. After due qualification, however, an agent may be licensed for another company if "no bona fide objection" is filed within 15 days by his "primary" company upon inquiry by the department. If an agent intends to change his "primary" company he must notify the department.

All present licensees must notify the department by April 1 of their "primary" company, the company for which he holds a full-time contract, or if he has no full-time contract, then the name of the company with which he intends placing most of his business.

full premium as in the past while others might be shrewd enough to continue to pay the premium and if they became disabled, attempt to assert the theory that the company had waived the war clause because it had continued to receive premiums. If a man continues to pay premiums when in war service and the insurer subsequently finds it out at some future date, it would refund the premiums that had been paid during the time when the man had no protection under the policy.

## Pink Opposes Stock Investments, Seeks Housing Law Change

### Preliminary Report Urges War Clause Uniformity, Tells of Private Sale Trend

ALBANY—In his preliminary report to the New York legislature, Superintendent L. H. Pink opposed common stock investments for life insurance companies and urged uniformity in war clauses between industrial and ordinary policies. He also discussed investment problems, including private sale of security issues, hospital service and medical indemnity corporations, agents examinations and activities of life companies in the housing field.

While favorable mortality experience has helped companies to offset the decreased investment income, Mr. Pink said this cannot be relied on permanently. There would be no thought of common stock investments, he said, if the companies could only find enough prescribed securities at a fair return.

#### Shun Industrial Control

While a few life insurance men have favored common stocks, and while some government sources have urged this as a duty toward stimulating private enterprise and helping small business men, Mr. Pink said the greatest lesson from the Armstrong investigation was that insurance company control over other businesses is dangerous and must be avoided. This can be done only by limiting insurance company investments to underlying securities. If they invest in equities, control cannot be avoided and the companies must accept the responsibility for management. He also said that conservative companies do not want a large proportion of common stock investments and a small proportion would be of no real help. In Indiana, for example, where common stock investment is permitted, the average portfolio proportion is only about three percent.

The common stock subject is becoming more academic, Mr. Pink said, because for some time to come the companies will have to invest largely in various war bonds.

#### Private Sales

Likewise, the private sale issue will disappear as soon as the investment market improves. As long as the present situation lasts, Mr. Pink said that a common effort to distribute securities fairly is preferable to drastic legislation. Conferences between companies, supervising officials and investment bankers have dispelled much of the resentment caused by the sale of a few large issues in full to certain companies. While a good case can be made for public sales, Mr. Pink said

(CONTINUED ON PAGE 8)

# Highlights From 1941 Statements

## NORTHWESTERN MUTUAL LIFE

Northwestern Mutual Life made substantial gains in all phases last year and passed the four billion dollar mark with more than one million policies. New insurance sales were up 18 percent, assets at an all-time high of \$1,439,889,824, gain \$80,890,176, and surplus increased \$6,958,020, now being \$69,006,080.

New insurance totaled \$236,009,899, gain \$36,542,818. There was \$15,077,733 in revivals and additions and \$3,346,303 in annuities. Insurance in force is \$4,044,674,863, gain \$95,942,131. Payments to policyholders and beneficiaries totaled \$104,087,532, including death claims \$43,620,586, matured endowments \$3,242,103; dividends to policyholders \$33,233,728; payments from policy proceeds left under option settlements \$17,551,848. This is an increase of \$1,867,131, indicating greater use of this method. Over one-half of 1941 funds paid in death claims and matured endowments were left with the company for installment payments rather than taken in lump sum.

Net interest rate realized was 3.7 percent, which equals the 1940 figure. Actual mortality was more favorable than in 1940, which was highly satisfactory. Voluntary terminations by policyholders were only 2.68 percent of the insurance in force at Jan. 1, 1941, the smallest percentage since 1918-19. There was set aside \$34,300,000 for annual dividends payable in 1942.

Total income was \$228,213,052, including \$138,659,775 gross premiums and \$58,029,138 interest and rent. Disbursements totaled \$149,020,536. Taxes paid amounted to \$3,592,103.

Excess of income over disbursements on a revenue basis was \$78,733,852, of which \$71,140,580 was applied to increase statutory and other reserves held for policyholders; \$632,252 to special mortgage loan reserve, now totaling \$5,718,365.

Investment and other assets included bonds \$904,918,859; mortgage loans \$294,295,820; real estate, home office property and land contracts \$49,982,759; policy loans \$123,917,549; cash, \$17,225,498. Policy loans decreased \$14,624,019 and are \$112,810,772 less than at the end of 1932, the peak year.

## PENN MUTUAL LIFE

Increases were recorded during 1941 in the insurance in force, assets, and surplus reserve of Penn Mutual Life.

The 40,847 new policies paid for in 1941 totaled \$138,704,763, while insurance in force was \$2,026,094,917, gain of \$29,337,903, as compared with a gain of slightly over \$27,000,000 in the previous year. The ratio of terminated business including all lapses and surrenders was lower in 1941 than in any of the past 20 years.

During 1941 there was paid \$56,499,955 to policyholders and beneficiaries. Payments of this nature during the entire existence of Penn Mutual totaled \$1,369,710,932.

Assets were \$810,362,786, an increase of \$37,798,373. There was an increase of \$2,088,602 in surplus reserve, which now stands at \$35,025,537.

## PROVIDENT LIFE & ACCIDENT

The year 1941 was the best ever experienced by Provident Life & Accident. New high records were set for accident and health premiums, life insurance in force, assets and surplus.

Assets increased \$2,644,019 to a new high of \$17,219,730. Surplus to policyholders increased \$350,365, or 9.7 percent, to \$3,951,941. Total income reached an all-time high of \$12,315,864, with accident and health premium income increasing \$1,279,551, or 17.1 percent, to a new record of \$8,768,564.

Life insurance in force gained \$28,

675,006, reaching \$176,406,810, this being a 19.4 percent gain. Over the decade 1931-1941, the Provident advanced 105 percent in accident and health premiums; 203 percent in life insurance in force, and 187 percent in assets.

There were 175,078 benefit payments to 133,449 persons for a new high total of \$6,031,809. Total payments to policyholders by the close of 1941 reached \$61,689,412.

## UNION CENTRAL LIFE

Union Central Life celebrated its 75th year in 1941 with advances in every branch of its activities. Assets increased \$22,323,259 and now amounts to \$436,002,971. Business in force increased \$17,368,467 and now totals \$1,343,776,364. Of this \$1,137,919,897 is life insurance (an increase of \$7,891,204) and \$205,856,467 is annuities (an increase of \$9,477,263.)

These increases in business in force have been brought about by favorable experience in new business, mortality and cancellations.

New business paid for amounted to \$95,563,690. Of this \$69,532,279 was on life insurance plans and \$26,031,411 on annuity plans. The corresponding figures for 1940 were: \$90,677,092 total; \$67,761,117 on life insurance plans; \$22,915,975 on annuity plans.

The rate of lapse and surrender of old insurance was the lowest in more than 20 years. President W. H. Cox attributes this to the fact that the uncertainty of life has been dramatically impressed upon the public by the war and that most old policies contain no war clause and, therefore, are especially precious to their owners.

Surplus increased \$676,743 and now amounts to \$9,318,954.04.

## MONARCH LIFE

The new accident and health production of Monarch Life for 1941 was the greatest in history and the new life production exceeded that for any year since 1931. Assets increased to \$7,805,403 from \$6,933,408 the previous year. Capital is \$445,600 and net surplus \$1,001,481, increase \$61,632. Life insurance in force reached \$26,716,215, an increase of 11.3 percent. Accident and health premiums were \$3,708,073, as compared with \$3,337,581. Accident and health claims were \$1,658,950. Total income was \$4,874,634 and disbursements \$1,910,301.

In the life department the mortality ratio was 41.9 as compared with the five year average of 37.9. President C. W. Young expresses the fear that the greatly expanded industrial activities will contribute heavily to an increase in accidents.

Although the accident and health

policies and the more recently issued life policies contain some restrictions on losses due to war, Mr. Young states the Monarch Life intends to interpret the restrictions liberally. Hence there may be many losses contributed to but not directly caused by the war, which will be covered. Should blackouts become extensive a marked increase in fatal and non-fatal accidents can be anticipated, judging from the English experience.

The net investment return for 1941 was 2.74 compared with 3.08 the previous year.

## PAN-AMERICAN LIFE

Insurance in force of Pan-American Life increased \$5,202,129 in 1941 to \$180,831,772. Assets are \$44,253,392, a gain of \$2,196,721. These are invested principally in U. S., state, county and municipal bonds and in first mortgage loans. Pan-American closed the year without a single default of principal and interest in its bond portfolio, according to President Crawford H. Ellis. The average first mortgage loan is about \$4,500. Real estate was further reduced by sales in 1941 and now represents only 1 1/4 percent of assets.

Payments to policyholders and beneficiaries in 1941 totaled \$3,823,023; since organization, \$66,922,000. Capital and surplus are \$2,400,865. Pan-American has \$1.06 in resources for each \$1 of liability, \$1,000,000 capital included.

## MIDLAND MUTUAL LIFE

New business of Midland Mutual Life in 1941 was \$12,870,170, an increase of 12.5 percent. The renewal ratio was 96 percent, a high record of business persistency. Insurance in force increased \$6,417,502, to \$129,020,914, the highest in company history.

Assets were \$35,949,555, a gain of 7.1 percent. Premium income on 60,000 policies in force was \$4,224,890 in 1941. Net yield on investments was 3.6 percent, the same rate as in 1940. Income for the year from all sources was \$6,450,187, increase 6.3 percent. Payments to policyowners and beneficiaries were \$2,456,769, a 9 percent increase.

## GENERAL AMERICAN LIFE

Assets of General American Life increased \$3,462,548 in 1941 to \$130,596,094. The company's net average yield on mean ledger assets was 4.15 percent, compared with 4.04 percent in 1940. Net earnings were \$1,721,782, up 8.6 percent over 1940.

The company has more than \$745,625,800 of insurance in force. New business in 1941 increased 32 percent over 1940. Group life was up 36 percent and accident and health premiums increased 6 percent. The company

has paid policyholders and beneficiaries a total of \$137,099,842 since organization in 1933.

## GUARDIAN LIFE

Guardian Life reported new life insurance aggregated \$45,782,913, increase 13 percent and total insurance in force \$515,649,969, gain \$15,667,233.

Assets were \$156,716,583, increase \$8,128,934. Total income was \$24,843,128. After deducting primary charges against income, net balance was \$3,280,950. Dividends to policyholders payable in 1942 remain on the same scale as for 1941, \$2,110,000 from net earnings being set aside for the purpose, increase of \$115,000 over 1941.

General surplus was increased to \$6,297,360 by adding \$502,498. This compares with \$325,403 added in 1940.

Mortality rate was the lowest recorded annual rate in the company's history. Underwriting experience continued generally favorable, and was particularly so on certain classes of business with disability provisions. Thus an extra dividend was declared on policies issued with waiver of premium since Jan. 1, 1932, and those issued with waiver of premium and monthly income since Sept. 1, 1934.

U. S. government bonds totaled \$17,805,486, increase \$3,665,548. President J. A. McLain reported 40 percent of all funds available for new security investments in 1941 were directed to purchase U. S. government bonds; \$7,401,214 of the \$8,191,586 in new mortgage loans was distributed in mortgage loans in defense areas mainly for residential purposes, 80 percent of the total being for residential loans and 20 percent for apartment and business purposes.

Policy loans decreased \$1,185,311 to \$17,840,084.

## BANKERS LIFE, NEB.

Bankers Life of Nebraska assets increased more than \$131,000 in 1941 to a total of \$39,327,981, insurance in force is up \$4,980,000 to \$124,427,399. New business and revival amounted to \$13,589,057. Gross return on all investments was 4.29 percent, a slight increase over 1940.

## FARMERS & BANKERS LIFE

Farmers & Bankers Life of Wichita in its new exhibit reports assets of \$13,792,645, policy reserves \$11,048,027 and surplus to policyholders \$1,500,000. The home office building, lot and equipment that cost more than \$300,000 is now carried on the books at \$150,000. Furniture and fixtures and radio station KFBI have all been charged off. Insurance in force amounts to \$60,984,747. There was paid to liv-

(CONTINUED ON PAGE 10)

## FIGURES FROM DEC. 31, 1941, STATEMENTS

	Total Assets	Change in Assets	Surplus to Policyholders	New Bus. 1941	Ins. in Force Dec. 31, 1941	Change in Ins. in Force	Prem. Income 1941	Total Income 1941	Benefits Paid 1941	Total Disburs. 1941
Amicable Life	15,852,828	+1,183,810	1,696,206	14,259,223	91,126,419	+4,235,694	2,237,887	3,197,845	974,463	2,039,158
California-West. States	58,955,557	+2,960,433	3,367,996	34,105,007	266,291,534	+14,412,099	7,162,801	12,131,708	4,578,903	9,478,193
Connecticut Mutual	423,993,718	+29,112,163	16,351,007	11,247,662	1,135,915,272	+51,079,479	46,163,572	74,202,166	26,650,637	44,781,872
Continental American	30,169,888	+3,216,795	2,568,236	18,093,882	142,493,038	+5,524,837	4,961,036	6,596,520	1,878,136	3,357,371
Equitable Life, Can.	13,181,259	+485,638	1,330,169	2,238,860	42,220,025	+844,909	1,892,728	2,666,210	1,350,992	1,350,992
Fidelity Mut. Life	142,252,360	+9,057,219	6,879,562	31,114,752	382,940,982	+12,218,651	13,660,045	24,460,219	11,021,133	18,107,485
Jefferson Standard	104,764,885	+10,000,278	8,400,000	58,204,693	450,627,700	+28,308,509	13,615,100	21,217,030	6,648,610	13,859,395
Mass. Savings Bank	38,345,078	+3,416,081	2,914,324	24,393,919	209,080,341	+17,540,723	5,671,431	7,495,143	2,938,317	4,161,893
Midland Mutual	35,949,555	+2,386,133	2,794,596	12,870,170	129,020,914	+6,417,504	4,224,890	6,450,187	2,456,769	4,178,775
Midwest Life	5,346,360	+178,242	525,000	4,646,008	25,038,386	+1,343,570	542,278	828,785	286,146	566,477
Modern Life, Minn.	2,680,475	+110,295	258,641	2,198,493	11,215,311	+336,071	297,969	466,363	193,503	346,910
Monarch Life	7,805,403	+187,995	1,447,082	4,416,928	26,716,215	+2,717,779	4,492,367	4,802,834	1,910,302	3,968,696
Mutual Trust Life	53,230,450	+3,696,830	3,837,305	24,379,612	194,821,052	+13,494,959	6,164,990	9,419,978	3,253,085	5,824,457
New World Life	12,379,339	+491,108	1,849,755	6,604,620	45,084,408	+2,899,575	1,256,774	1,981,040	794,097	1,477,809
Peoples Life, Ind.	11,562,732	+615,462	1,050,540	8,888,353	56,947,965	+2,696,233	1,426,194	2,013,244	721,231	1,334,780
Phoenix Mutual Life	287,539,833	+18,018,408	9,274,495	50,689,770	711,022,241	+21,386,072	27,928,221	46,276,670	17,466,322	28,323,377
Northern Life	23,040,932	+1,662,127	1,431,555	18,661,108	113,464,857	+6,324,164	3,741,032	5,511,354	2,006,393	3,894,392
Protective Life	14,641,438	+1,392,359	1,715,479	23,496,367	158,895,838	+26,560,246	3,673,348	4,544,153	1,945,361	3,160,376
Provident Mut. Life	400,193,156	+18,709,789	22,028,617	47,994,871	1,020,727,883	+23,575,420	33,600,884	60,430,379	26,527,000	41,569,362
Wisconsin Life	6,710,904	+829,796	245,904	1,991,552	26,263,472	+1,872,828	737,777	1,812,614	464,475	852,348
Wisconsin Natl Life	10,535,483	+566,500	991,150	5,262,866	43,379,129	+1,990,747	1,119,593	1,825,547	563,109	51,291,517

<sup>1</sup>Fiscal year ends Oct. 31.

<sup>2</sup>Life department only.

<sup>3</sup>Includes increases and revivals of \$1,302,387.

<sup>4</sup>Includes additions; excludes revivals and increases.

<sup>5</sup>Accident and health department included.

<sup>6</sup>\$375,000 emergency reserve not included.

<sup>7</sup>Includes accident and health.



## Agents Must Grasp Vital Role of Life Insurance Today

**Works Against Inflation and Deflation, V. L. Bushnell Tells N. Y. Managers**

NEW YORK—Life insurance men need to understand more fully that life company money management furnishes the only effective hedge not merely against inflation, but, what is much more important, against deflation as



VANCE L. BUSHNELL

well, Vance L. Bushnell, second vice-president Equitable Society, told members of the New York City Life Managers' Association at their annual meeting. Mr. Bushnell emphasized the necessity of keeping up agents' morale by showing them that life insurance premium dollars are double duty dollars, not only protecting the home, but going into vital war industries.

Having interpolated in his life insurance career seven years in commercial banking and 10 years in investment banking, which included on-the-ground observation of French and German inflation, Mr. Bushnell was in a position to tell his hearers how the life insurance business looks from the outside as well as the inside. It is vital today, he said, that life insurance men realize that they are in an essential industry.

### Help Make War Materials

Not only are life companies investing in huge amounts of government obligations, but they are lending money direct to war industries. He mentioned that the Equitable has thus put money into corporations manufacturing tanks, machine guns, gun mounts, shell casings and other war materials. In many cases it has been done without resort to bond issues, by lending the money direct, either on mortgages or on debentures. While these manufacturers could eventually have obtained the money from other sources the speed with which they were able to get it by going to a life company was an important consideration.

Mr. Bushnell stressed the fact that life insurance money is long-term credit, which is largely outside the field of commercial banking. The manufacturer can thus use the money almost as if it were part of his permanent capital. He does not have to worry

(CONTINUED ON PAGE 11)

## Denver Committees for June Parley

The committee setup has now been completed for handling local arrangements at the convention of the National Association of Insurance Commissioners in Denver in June. Honorary chairman of the general committee is Commissioner Kavanaugh. The general chairman is W. Lee Baldwin, president of Security Life & Accident, and general vice-chairman is W. L. Braerton of the Braerton, Simonton, Brown general agency.



L. J. KAVANAUGH

Chairman of the finance committee is C. J. Daly, president Capitol Life, and vice-chairman is C. W. Schoelzel, Jr., Van Schaack & Co.; entertainment and banquet, Jim Godard, manager Northwestern National Life, chairman; C. E. Eddleblute, general agent Penn Mutual, vice-chairman; publicity, Robert E. Warren, publicity director state of Colorado, chairman; program and printing, J. Stanley Edwards, general agent Aetna Life, chairman; golf, Harry C. Fabling, manager Pacific Mutual, chairman; registration and information, Frank Devitt, manager Capitol Life, chairman; transportation, Burr Betts, treasurer Security Life & Accident, chairman; hotel, Glen A. McTaggart, manager Prudential, chairman; ladies, Elmer L. Metcalf, manager life department Standart & Main, chairman; reception, Commissioner MacDonald of Wyoming, and Leonard Kinsell, manager American United Life, chairman.

## Time of Great Testing Now, Haviland Tells Managers

All advantages accrue to those conducting an offensive and there is nothing more desperate than to be on the defensive, F. H. Haviland, agency vice-president of Connecticut General Life, said in a talk before the Life Managers of Chicago on "War's Challenge to Agency Management." He said there are no stabilized fronts any more. One either goes forward or backward. This applies as much in life insurance selling as in waging war. The weak are rejected; this is a war of strong discipline, of endurance.

Some factors have been ruthlessly changed in agency management, he said. It is a period in which all in the business should face facts and look reality in the eye. The values have changed. Life insurance has main objectives facing it which can be won only by co-operative efforts, and the days of being interested only in one's personal business matters are past. All of those in the business are interdependent.

### Must Get Tempo of 1942

"Life insurance men must be conditioned to the tempo of 1942," he said. "We are on trial, like our armed forces. There is a specific job to be done and it will be a tough one. It will take stronger men, properly led. We never have been tested under such conditions. We have to drop the emphasis on volume and place it on the kind of work we do for people who need our help. It will be a matter of not how much business, but how well we sell it."

He said with the anticipated hundred billions of income this year there probably will be 70 to 75 billions net. This will make an opportunity for life insurance selling. But, there has been a definite change in the situation confront-

ing the life men. Those to whom they will talk will need wise counsel. Many of them are inexperienced in handling substantial incomes. The life business now must set up a record of a real substantial contribution in the period ahead.

### Don't Be Too Serious

He urged the life men to maintain a sense of humor. They must not take war so hard that they cannot laugh. It is all right to take one's job seriously but not one's self.

"In war, time is precious," he said. "Another thing is that the war is going to force many people into defense and war activities. We need 20,000,000 men and women in the war work. This changes our picture as life insurance salesmen. Many people who were prospects before are not now, although they will be again when they find themselves."

"An important requirement is flexibility. We must be able to adapt ourselves to the changed conditions. It will be better for us if we do, otherwise we will starve or live on our renewals."

"There has been another change, in degree, which has to do with the fighting spirit of an agency. High morale and esprit de corps are absolute necessities in future. We cannot substitute technique for fighting spirit now. We have to have both."

### Fundamentals Are Unchanged

Mr. Haviland said the fundamental of building a good agency is to get a good man, do a good job of training him and getting him into adequate production, then to get another good man and repeat the process. Thus fundamentals have not changed. There is a constantly shrinking number of men selling life insurance. The drones and inefficient are on the way out. The business has been signing up too many mediocre men. They tear down the prestige of life insurance every time they are exposed to prospects.

"I think the record of the life insurance agency system will be reviewed after the war," he said. "The agency system is at stake. If we are selfish or unable or unwilling to move ahead, our record won't stand the light of day when the war is over."

Mr. Haviland said the Connecticut General several years ago adopted the requirement that every agent produce annually at least \$3,000 of premiums. A man making any less is not paying his bills, not giving the proper advice or doing the best job for his clients. His company's new policy resulted last year in a 50 percent increase in the number of Connecticut General agents who made over \$4,000 and also a large increase in the number who qualified for the honor roll.

"It is a good time now for a man to get out who is not suited to the business, for he can find a job elsewhere. If he is not functioning well in life insurance he is a slacker. This is a world of efficiency today."

"It is a fundamental requirement that we have a merchandising plan. There are probably 15 good merchandising plans in the life insurance business—on paper. Most agencies have such a plan."

"I would rather have an agency pay for \$2,000,000 of business that was well programmed and serviced than I would to get \$4,000,000 improperly sold so that it causes constant headaches later."

J. H. Brennan, president, presided. Dr. H. W. Dingman, vice-president and medical director, Continental Assurance, spoke for the Red Cross drive, stating the insurance business in Chicago has been asked to donate \$80,000, of which \$20,000 is asked from life insurance. So far \$14,000 has been secured from insurance including \$3,750 from life insurance. Earl M. Schwemm, Great-West Life, program chairman, introduced Mr. Haviland with whom formerly at one time he was associated.

## WELFARE vs INTUITION

One of our policyholders, formerly a reserve Army officer, now on active duty, wrote a letter to his friend and underwriter, expressing a thought which must be in the mind of many in Uncle Sam's fighting forces: As he had prepared for war in times of peace, in times of peace he had made arrangements through life insurance to safeguard his family. Quote:—

"I hold no fears of entering combat for my country. My only regret is that I will not see my wife and children for a long time to come after we are moved from this post."

"However, I feel relieved to know that the strain I have had placed upon me during the past ten years incident to the payment of insurance premiums will take care of my family in the event I am not one of the more fortunate who return when the war is at an end."

"I have taken up an additional \$10,000 of Government war insurance, the cost of which is very reasonable. I have provided for my family's future wellbeing as best I know how."

"This is just a protective measure. I feel in my own heart that I will return when it is all over, but we can't play the welfare of a family against intuition or a hunch."

\* \* \*

### THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY  
Chairman of the Board

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## N. A. L. U. Tests Regional Meetings with Local Men

A series of regional training conferences, to enable local, state and national leaders to meet informally and discuss problems of importance to each, will be staged by the National Association of Life Underwriters during February, it is announced by John A. Witherspoon, president. Attendance at the meetings will be by invitation of the National association.

The following full-day conferences will be held in February: 6, Winston-Salem, N. C.; 9, Jacksonville, Fla.; 11, Jackson, Miss.; 13, Springfield, Ill.; 21, Sioux City, Ia. The success of these experimental conferences will determine whether the idea will be expanded on a nationwide basis.

Three speakers will conduct round-table discussions at all of the conferences. They are John A. Witherspoon, president of the National association; Herbert A. Hedges, Kansas City, secretary and membership chairman, who is directing the project, and Maxwell L. Hoffman, executive secretary of the association. A trustee of the National association will be a fourth speaker at each meeting: William H. Andrews, Jr., Greensboro, N. C., at Winston-Salem and Jacksonville; Tom B. Reed, Oklahoma City, at Jackson; Homer Rogers, Indianapolis, at Springfield, and Philip B. Hobbs, Chicago, at Sioux City.

These are not sales congresses or association meetings. Only a specific number of local officials have been invited to each of the meetings to promote as much free discussion as possible. Representatives of 30 associations have been invited to Winston-Salem, 15 to Jacksonville, 21 to Jackson, 40 to Springfield, and 27 to Sioux City.

Through the discussions, national leaders hope to get a clearer picture of the chief problems of the local member, and to present what the national organization is trying to do along all fronts.

### Gregory Dayton General Agent

Louis D. Gregory, supervisor at Cleveland of Ohio State Life, has been appointed general agent at Dayton, O., with offices in the Third National Bank building. He is a graduate of Wesleyan University, and entered the business in 1933 with Phoenix Mutual. He worked in Philadelphia, Boston and Pittsburgh before going to Cleveland.

### Baumann Named Trustee of National Association

Jul B. Baumann, general agent for Pacific Mutual Life at Houston, has been elected a trustee of the National Association of Life Underwriters. Mr. Baumann replaces Gale F. Johnston, who resigned from his post as trustee when he was elected a third vice-president of Metropolitan Life.

Mr. Baumann entered life insurance immediately after his discharge from the army at the end of the first world war. He was with Aetna Life in the field in New York, St. Louis and Dallas. In 1933 he became general agent for Pacific Mutual in Fort Worth, and in 1937 was appointed to his present post.

Active in Fort Worth and Houston associations, he served as vice-president of the Texas association for three terms, and was president in 1940. He has served on many national committees, and is at present chairman of the National association's committee on business standards.



Mr. Baumann

## Superintendent Yeager Now Also a Director



RANDALL G. YEAGER

Randall G. Yeager, superintendent of agencies of Lafayette Life, has been made a member of the board in recognition of his achievements. He will continue to direct the sales work and also have a part in formulating general policies.

Mr. Yeager went with the company in 1937 as assistant sales director and Jan. 1, 1940, was placed in complete charge of all sales work. Under his direction the new paid-for business has shown a substantial increase. Paid-for business

## Penn Mut. Drops Education Rallies

Penn Mutual Life, after considerable deliberation, has decided not to hold its Quarter Million Dollar Club meeting in 1942, and is discontinuing similar educational conferences for the duration of the war.

### Education to Continue

In presenting the decision to the field force, Vice-president Eric G. Johnson pointed out that "many other businesses are faced with the necessity of creating new methods or producing new material to meet present conditions and we believe that life insurance and Penn Mutual can meet any similar challenge." Educational processes in the company should not and need not be diminished, but they can be achieved vigorously through other methods.

While educational conferences are important to morale of agents, Mr. Johnson said he believed more powerful motivation will come from their realization of their responsibilities in the emergency than from any outside source.

### Wilks to Metropolitan Home Office

R. A. Wilks, assistant manager in the Metropolitan Life office in Kansas City managed by W. J. Slack, has been transferred to the field surveys bureau in the coordination division at the home office. Claude Miley, assistant manager at Tulsa, succeeds him at Kansas City.

In 1941 was \$5,424,995 and the net increase in force was \$2,622,864.57, the largest increase for any year in the company's history.

## Additional War Clause Data

A number of the life companies will have to make changes in the phraseology of their war clauses in Illinois as a result of the ruling of Insurance Director Jones of Illinois entering objection to certain phraseology that is common to a good many clauses now in use. He objects, for instance, in defining military and naval service to such phraseology as this: "The entire period from enrollment to discharge, whether such service be active or inactive." Mr. Jones states that he has not been presented with a satisfactory definition of the term "enrollment," "inactive service," and words of similar import. Until a definite and uniform interpretation of these terms may be established, Mr. Jones states use of such provisions will not be permitted in Illinois.

Mr. Jones also entered objection to use of the word "indirectly" in defining the causes of death to be excluded in war risk or aviation exclusion provisions, "owing to the vagueness of the resulting definition and the probable controversy to which it would lead following the insured's death."

Companies whose clauses contain such language are requested to discontinue their use as of March 16 and to submit amended forms for approval.

Moreover Mr. Jones requests that the companies include a reference to the war risk and aviation exclusion provision both on the face and filing back.

Colonial Life has waived, for the duration of the war, the limitations as to military or naval service in time of war on all industrial, intermediate and ordinary policies issued prior to Jan. 1, 1942. This waiver will not apply to

Boston Mutual Life.....ABC\*DEX

Mass. Protective Life.....ABCDX  
Missouri Ins. Co.....ABCX  
Mutual Benefit Life.....ACDFX  
New World Life.....A\*B\*C\*D\*Z  
Paul Revere Life.....ABCDX  
Penn Mutual Life.....ABX  
Southern Life, Ga.....A\*B\*C\*D\*  
Texas Life.....ADX

disability or double indemnity benefits, which automatically terminate when an insured enters military service.

The war clause appearing in policies issued since Jan. 1 is modified to permit the refund of premiums, plus 3 percent interest, or the policy reserve, whichever is the greater, in the event of an insured being killed in action while in military or naval service. Previously the policies provided for the payment of reserve only.

Colonial Life policies have contained military or naval clauses continuously since the company started business in 1898. During the last world war a similar waiver was made.

The entry characterizing the war clause of Penn Mutual Life in the Jan. 9 and Jan. 23 editions was incorrect in that it indicated that there was an exclusion of war caused deaths of civilians outside the United States and Canada within two years of the issuance of the policy. Penn Mutual does not exclude such deaths and the symbols A, B and X are the correct ones to apply to the war clause of Penn Mutual Life. The correct entry appears in the table.

In the war clause table, summarizing the practices of a number of companies by use of symbols in the Jan. 9 and Jan. 23 editions, an incorrect entry was used for Mutual Benefit Life. The symbols that were given indicated that Mutual Benefit excluded non-war as well as war deaths of those in military service, while outside of the United States and Canada. Such exclusion is not included in the Mutual Benefit clause. The proper symbols to characterize that clause are A, C, D, F, X.

M&F 10 and over (war caused deaths while in civilian auxiliary war service excluded).

All  
All  
All  
All  
M all ages  
All  
All  
All  
All

## Big Turnout for Oklahoma Congress

### Able Speakers Tell How Agents Can Meet Today's Problems

By A. R. JAQUA

With more than 600 in attendance the 27th annual sales congress of the Oklahoma Association of Life Underwriters was held in Oklahoma City, Jan. 30 with Kenneth L. Aldrich, manager of Guardian Life, as general chairman and C. C. Day, general agent for Pacific Mutual, program chairman. This congress is usually held the second day following the Texas tri-city sales congresses at Houston, San Antonio and Dallas.

Two speakers from the Texas circuit were to have been on the Oklahoma program: Beatrice Jones of New York and John Marshall Holcombe of the Sales Research Bureau. However, due to the serious illness of a son, Mr. Holcombe hurried home and two extra speakers were scheduled in his place, E. B. Thurman, general agent of New England Mutual, Chicago, and Dewey R. Mason, general agent of Aetna Life, Syracuse, N. Y.

### Three Local Men

An innovation at this year's congress was the appearance of three Oklahoma underwriters, none of whom had been in the business longer than three years. They were Robert Van Vleck, Phoenix Mutual, Tulsa, speaking "On the Beam," Howard Leslie, Prudential, Enid, "Time Control," and J. D. Anderson, Mid-Continent Life, Chickasha, "Why I Am in the Life Insurance Business."

Mr. Anderson, 28 years old and a former teacher, who wrote about \$350,000 last year, said that he still had uncashed teachers' wants, uncashed because they were uncashable, but that since he had come into the life insurance business he had had more fun and learned what it was to have a bank account.

"Prospecting in 1942" was the subject treated by A. R. Jaqua, associate editor of the Diamond Life Bulletins. He said that because of the constantly increasing amount of ordinary insurance being sold by weekly debit men; because of the increasing number of salary savings and pension trust plans which tended to take whole groups of people out of the market for other insurance, and because of the increasing tendency of better life underwriters to become the life insurance man for a certain group so that it was difficult for another life underwriter to sell anyone in that group, prospecting was a more acute problem than ever before.

To solve the individual's prospecting problem, Mr. Jaqua suggested the acquiring of salary savings franchises if possible, working into several groups or nests and setting up a prospect bureau to furnish a constant flow of qualified names with situations requiring insurance.

### E. B. Thurman's Talk

Mr. Thurman gave a stirring talk on the place of life insurance in war times. He said that the more life insurance in force, the sounder the nation's economic foundations and the more prepared Americans are not only to provide money during war but to provide money after the war. He said that the life underwriter who sold insurance properly arranged to men who loved their families were doing a patriotic duty in building up the economic independence of the family unit.

Of particular interest to the congress was the appearance of Beatrice Jones, Equitable Society, president of the New York City Life Underwriters Association.

(CONTINUED ON PAGE 7)



## War Conditions Affect Recruiting

### Older Agents Are Now Receiving Much More Intensive Training

War conditions have changed to some extent the recruiting and training policy of life companies. Younger men are being drafted into the service or will be or they are offered positions in industries of various kinds. The result is that the managers are forced very much to rely on their older men or those where physical impairment may entirely relieve those of military age from going into service. Even at that, if the impairment is not too great and the domestic obligations not too heavy, these men may be drawn into non-combat service. Those responsible for training and stimulation have to change their sights quite a bit.

The older men will have to be relied on to do what may be called the heavy work. That means that the veterans in an agency will have added responsibilities on them and the recruiting will largely be an appeal to older men. Very few agencies are taking young men of military age that are liable to be drafted any day because the time spent in training would be lost. It would seem, therefore, that for the duration of the war life insurance production will fall on the older heads. An agency service like that produced by the "Diamond Life Bulletins" therefore is giving much more attention to the procedure that should be followed in connection with schooling and stimulation of older men.

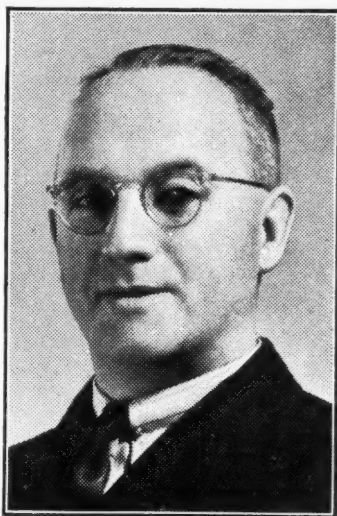
## Include Insurance in War Powers Bill of Mass. Governor

BOSTON—The bill giving Governor Saltonstall almost unlimited emergency powers and which has passed both houses of the legislature, contains specific reference to insurance. The bill at the outset grants extensive emergency powers to the governor and then contains 15 specific references to fields in which the governor may invoke his powers. Reference No. 9 is to insurance which reads: "Regulation of the business of insurance and protection of the interests of holders of insurance policies and contracts and of beneficiaries thereunder and of the public."

Several mutual casualty companies expressed opposition to the measure in committee on the ground that the governor might revoke the recently passed non-assessable bill for mutuals. However, observers believe that there is no concealed purpose behind the bill and that the reference to insurance does not have any unusual significance because the 15 specific references cover a wide range of subjects including handling money, buying supplies for the state, regulations of inmates of state institutions, public utility services, etc., and insurance appears as incidental when the bill is viewed as a whole. It is, of course, quite possible that the governor may exercise his power in some way that touches upon insurance but that the passage of the bill is a prelude to the unfolding of some sort of a drastic pre-arranged program is discounted. Also of interest to insurance is reference No. 15 which permits the governor to vary the terms of any licenses issued by the state or any of its subdivisions.

Pacific Mutual Life has qualified 100 percent in enrollment of the home office staff in the payroll allotment plan for purchase of defense bonds.

## New Canadian President Has Had Varied Career



FRANK ROBINSON

Frank Robinson, new president of the Life Underwriters Association of Canada, is Montreal manager of Mutual Life of Canada. He was born in Ireland in 1891 and came to Canada in 1917. He was a minister and a teacher before entering life insurance. He was manager at Brandon 1920-23 of London Life, and in Toronto 1923-26.

In 1926 he joined the J. G. Taylor agency of the Mutual Life in Toronto and was assistant manager there five years. He then was manager in Ottawa 1931-33 and has been in Montreal since 1933.

## Life & Casualty Tells of 1941 Operations

President A. M. Burton of the Life & Casualty of Nashville states that there was made in the industrial department a net increase of \$24,249.73, which gives it a total industrial debit of \$181,559.41. In its ordinary department its increase was \$14,018,554. It now has something over \$86,000,000 of ordinary business in force. Last year it maintained the best persistency of ordinary business in its history. The lapse ratio improved 1.83 percent over the year before. The Anniston, Ala., district led the company in all around results. E. L. Camp is superintendent. In the ordinary department, Durham, N. C., won first honors with an increase of \$983,157. Knoxville was second.

## Green Oklahoma Leader

C. O. Green was elected president of the Oklahoma City Agents Association of the Massachusetts Mutual Life because of his production. Among those participating in the program of the annual agency meeting were L. M. Huppeler, assistant director of agencies from the head office; Kenneth Perry, agency assistant, and William Hughes, leading producer at Memphis.

## Manhattan Mutual Parley

Manhattan Mutual Life had a statewide sales conference and banquet in the home office city, Manhattan, Kan. President S. A. Bardwell presided at the banquet. The directors were introduced. Mayor Arnold spoke, an award was given to H. D. Michael of St. John, as the leading producer.

At the business session J. B. Dodson, agency superintendent, presided. Talks were given by Dr. George Gemmell, Kansas State College, and Lawrence Norton, state AAA chairman. Secretary R. P. Martin discussed the new "silver anniversary" policy.

## Estate Tax Sales Pointers Given to Detroit Study Group

DETROIT—Citing some popular misconceptions of the effects of the federal estate tax laws on jointly-held property of the average man, J. C. Wright, Lowe & Wright, Baltimore tax consultants, suggested actions to put the taxpayer on the alert to meet his tax burden, before the C.L.U. course in Detroit.

"The average man, for example, thinks that just because his home or other joint-name property passes automatically to his wife in the event of his death, it is free from federal estate tax. This is not so. The full value of the home or other property is taxable, less only any contribution in purchase price made by the wife. In addition, the burden of proof is on the widow to show her contribution."

### Sharp Increase in Tax

Turning to the point of the importance of the federal estate tax to the average individual of moderate wealth, Mr. Wright emphasized the fact that "A \$140,000 estate which was taxed \$400 15 years ago and at \$9,600 up to last summer, is now taxed \$20,700 under the new law effective last fall." He further pointed out that most businesses have a good will value and that "this good will value is added to the net worth of the business in arriving at the amount of value to be taxed."

Stressing the fact that the tax has to be paid within 15 months after death, Mr. Wright urged that every individual should take immediate inventory of his estate to determine the tax burden and assure sufficient cash to prevent a forced liquidation in a possibly unfavorable market. In Mr. Wright's view, the individual should also reexamine his estate to be certain that he has taken advantage of all exemptions allowed by law.

## Banker Discusses Effect of War on Life Insurance

At the Philadelphia C. L. U. chapter's January meeting, Dr. A. H. Williams, president of the Federal Reserve Bank there, said that in financing the war, even though taxes are more than doubled, receipts from social security increased by two-thirds, and 12 billion dollars of defense bonds purchased, the country will still fall short of budget requirements for the year ending June 30, 1943.

The effect of this program may result in the policyholder having to drop some of his life insurance, Dr. Williams said. However, he expressed the feeling that today's situation makes it essential that men hold fast to the life insurance they have and purchase as much more as they can.

"We will all have to economize up and down the line," said Dr. Williams, "but our budget allowance for life insurance should not be tampered with."

## Voight Returns to New World

New World Life has appointed Floyd J. Voight manager at Madison, Wis. Mr. Voight started in insurance with New World Life in Minneapolis. Later, he entered another line of work, but reentered the business in 1937 as general agent for Old Line Life at Rockford, Ill.

## Farm Bureau Transfers Two

Bowman-Doss, state agent Farm Bureau companies in New York state, has been made state agent in Ohio, where the companies do their largest business. Howard Hutchinson, state agent in North Carolina, has been transferred to New York. William White, supervisor in North Carolina, has been made state agent there.

## Bay State Law on Rewriting Commissions Valid

The supreme judicial court of Massachusetts, the state's highest tribunal, has decided that section 164a of the insurance law prohibits life companies from refusing to pay commissions on rewritten policies. The decision runs counter to the long standing rule of companies writing industrial and of many companies as to their ordinary business not to pay commissions on business written within a certain period before or after date of lapse of a policy on the same life, or in the case of industrial, on another member of the same family.

Section 164a was enacted in 1938, largely through the influence of the industrial agents' union. After the insurance commissioner expressed the view that it conflicted with the companies' rule it was agreed that the matter would be put up to the courts and that the commissions involved would be held in a special reserve fund. These will now be paid out to the agents concerned.

### Attorney-General Agreed

The court reached its decision even though in the stipulated statement of facts on which the case was based the state attorney-general agreed that payment of commissions on rewritten business, entirely aside from the loss of valuable nonforfeiture and incontestable rights, causes a substantial financial loss to the policyholder because of the second acquisition expense, which is reflected in the lower dividends he receives as compared with having kept the original policy in force.

One immediate result of the decision is that some companies will find it necessary to reduce the rate of first-year commissions payable on new business. Furthermore, it has been the custom of some companies to pay a conservation bonus on industrial business, the amount of which was determined by the lapse rate of each office as compared with the lapse rate of the company as a whole. Considering the recent decision in connection with the decision in the Cronin case, which invalidated in Massachusetts a prior conservation commission plan, it is the opinion of some insurance lawyers that the payment of such a bonus determined in any way by variables in the lapse ratio is prohibited by section 164a.

## Continental Cas. Advances Three in A. & H. Department

Continental Casualty has made three major promotions in the agency staff of its accident and health department.

Walter B. Greig, who has been superintendent of the railroad accident and health department, was elected assistant vice-president, in which position he will have executive charge of railroad department operations.

Frank E. Mueller, previously head of production of the commercial department, has been made superintendent of agents of that unit. At the same time, George W. Fitzsimmons was made superintendent of agents of the disability division with which he has been associated as agency secretary since 1936.

These promotions are in line with the company's policy of elevating able men from the ranks. Mr. Greig, a veteran, joined the company as stenographer to the vice-president in charge of the railroad department in 1917. Within a short time, he won a sales position with the railroad department agency staff, and earned increased responsibilities.

Both Mr. Mueller and Mr. Fitzsimmons came from agency ranks after first demonstrating their ability to sell.

## Nonforfeiture Plan Construed by High Court of Georgia

The Georgia supreme court in Butts, administrator, vs. General American Life, has given an important decision on the automatic non-forfeiture clause providing for the application of withdrawable surplus to the payment of premiums provided the amount was sufficient to pay a quarterly premium. The Georgia Court of Appeals held that the company could not forfeit the policy for the non-payment of a quarterly premium without notifying the assured of the amount available in order to give him an opportunity to pay any necessary balance and thereby continue his policy in force. The company upon a default when the available surplus was insufficient to pay a quarterly premium had applied what balance there was to the purchase of extended insurance which lapsed prior to the assured's death. The several previous premiums when due had been paid from the surplus.

On application of the General American, the Georgia supreme court granted certiorari and on hearing, reversed the decision.

### Supreme Court Decision

The higher court makes a distinction between the duty of the company with respect to noting where a dividend is declared and it is provided that such dividends may be applied to the payment of premiums and where merely the loan value is to be applied. Notice of the amount of a declared dividend prior to the due date of a premium gives the insured the opportunity to have such amount applied to the premium and to remit the balance. However, the provision here involved does not contemplate the application of the loan value to the premium until after the due date thereof and only in the event of the failure of the assured to make payment. There is nothing in the non-forfeiture provision to require the company to notify the assured of the amount of the available loan value unless the assured makes a request for such information, the court held. The fact that this information may be peculiarly within the knowledge of the company does not alter the conclusion. The same is true as to notice as to how long the net loan value will continue the policy in force as extended insurance. The company is not required to anticipate the desire of the assured to continue his policy in force after having failed to pay a premium, the court held.

### Sees \$29 Billion to Be Siphoned

LOS ANGELES—President A. N. Kemp of Pacific Mutual Life addressed the Los Angeles C.L.U. on "Financial Trends."

Although money brings but a low rate of interest, he said this is a condition greatly aggravated by the problems of war and social changes, and is only temporary. Ultimately there will come a change.

He predicted the public would have \$78 billion to buy \$49 billions of goods. "It seems obvious that we can deal with this situation only by resolutely diverting the surplus \$29 billions into defense bonds and life insurance," he said.

### Pearson Minn. Mutual Leader

Leading producer of Minnesota Mutual Life last year on a paid premium basis was Russell H. Pearson, Fort Worth, Tex., who thus wins the honor of convention president. This is a repeat performance for Mr. Pearson, who has long been one of the consistently large writers for the Minnesota Mutual. Vice-president is Norbert F. Winter of the Victor-Winter home office agency. He was top man the two previous years.

## Canada Life Makes Promotions



H. E. LUMSDEN

Canada Life has appointed H. E. Lumsden as educational supervisor and John Bain as agency assistant.

Mr. Lumsden joined Canada Life in 1936 in the central Ontario branch. Soon afterward, he was appointed unit manager in Hamilton, and in 1940, he was named branch supervisor. He moved to the head office in September, 1940, where he has been supervising the



JOHN BAIN

sales training and research department. He is a graduate of Marquette University.

Mr. Bain has been with the group department in sales work since moving from Montreal to the head office in 1940. He started with Canada Life in 1930 in Detroit, and located in Montreal two years later. He was later appointed branch group supervisor.

## War Clause Furor Unwarranted, R. E. Irish Asserts

R. E. Irish, president of Union Mutual Life, has addressed his field organization, pointing out the unimportance of the war clause to the average insured and urging agents not to permit it to become an exaggerated consideration.

"Why all this furor concerning the war clause?" Mr. Irish writes.

"No premium of life insurance was ever put together with the idea of covering soldiers and sailors of a nation at war. Not too many years ago a war clause was a standard provision in all policies; the first policies I bought had a war clause and the first business I sold had one.

### Reasons Are Set Forth

"Bear in mind that if the applicant by reason of age, sex, classification, or intention is not subjected to the extra hazards of war service he or she is in no way harmed by the inclusion of war and aviation limitations. On the other hand, if the applicant is subject to such extra hazards then the war clause should be incorporated for the protection of the existing policyholder membership.

"The war clause like the suicide clause will have little application to the large number of people insured where there is no extra hazard. And many men who do enter the service will come out of this war unable to buy new life insurance, yet glad of their ability to carry their old.

"With the government pushing toward 23,000,000 people employed in defense work alone plus all of our regular prospects the market seems to me to be limitless.

"I don't believe that the American people are going to permanently change their buying habits and desires merely because of war.

"The whole question of war clause in my opinion is hardly important enough to write so much about.

"Go find insurance needs and you'll make insurance sales."

## Effect of Federal Lending Is Seen as Disastrous

Net investment earnings of life companies' mean ledger assets dropped from 5.03 percent in 1930 to 3.44 percent at the end of 1940, Col. C. B. Robbins, manager and general counsel American Life Convention, told the Chicago Mortgage Bankers Association at a meeting.

In 1940, alone, net investment income of the companies was \$425,000,000 less than at the 1930 rate, and in all over \$2,400,000,000 interest earnings was lost to life companies' policyholders in the '30s by this trend.

"This loss in interest earnings," he commented, "has had the inevitable result of higher rates for life insurance, as the interest rate earned on the money paid in by the policyholders is one of the important factors in determining the rate which the policyholder pays for his life insurance.

### Seriously Affects Insurance

"While the policy of tremendous borrowing by the federal government and flooding the country with the money so obtained has had the result of reducing interest rates on federal obligations, it has had a most serious effect upon the 66,000,000 life insurance policyholders of the country, and has been particularly hard on the millions of honest, frugal and industrious people who have managed each year to lay aside a portion of their earnings and placed it in the savings banks of the nation on interest."

Colonel Robbins noted the reference in the annual report of the Secretary of the Treasury listing 16 governmental corporations and credit agencies, showing in the period since their organization to June 30, 1941, they lent \$16,019,905,399. He declared the extent of the loan business in which the government now is engaged in nothing short of astounding.

### Feels Continuance Unjustified

There was, he said, justification for the national government to enter the lending business in the depression years on the ground private capital was unwilling to

## Dec. Sales Prove Big Market Is Present Today

NEW YORK—Some may have thought that all the business there was had been written, but many agencies in New York wrote more business in December than in any month in the past 20 years, Harry Gardiner, general agent John Hancock, declared in opening the first meeting in a series of a forum sponsored by the New York City Life Underwriters Association.

To be successful, Mr. Gardiner declared, an agent must reduce as much of his job as possible to a habit basis.

A policy is like a spare tire; nothing else can take its place when it is needed.

In 1941, Mr. Gardiner said he had paid \$5,371 in life insurance premiums personally; he received \$916 dividends and a \$3,340 increase in cash values. Mr. Gardiner has been in the business 47 years. In 1893, at the age of 10, he said that he saw his first panic and was in a breadline personally. In 1904, there was the "trust busting" era; in 1905, the Armstrong investigation; in 1907, the so called "rich man's" panic; in 1914, the world war; in 1929, the stock market crash; in 1933, closing of the banks; in 1940, the value of life insurance was questioned; in 1941, there was Pearl Harbor. Throughout all these troublous times, Mr. Gardiner declared, life insurance stood firm and never for a day in 47 years has he been without a job. "Where is there a business like this?" he asked.

Following Mr. Gardiner's talk, a panel on prospecting methods was given by F. R. Mansfield, Prudential; S. L. Wolkenberg, Union Central; K. F. Comstock, Massachusetts Mutual, and M. C. Muller, Phoenix Mutual. W. H. King, New England Mutual, was panel chairman. Average production for each of the participants last year was \$400,000.

### Kansas Agency Sets Record

Three members of the Kansas agency of Penn Mutual made the Quarter Million Club last year, General Agent Paul Jernigan announced at the annual meeting in Wichita. They were Maurice R. Coulson, Wichita; Steve Epp, Newton, and Supervisor Delbert Roberts of Topeka. Mr. Coulson, who left the agency Sept. 1 to join the air corps as a first lieutenant, ended the year in spite of only eight months production as the company's second high producer in number of paid lives, having written 233 lives for total volume of \$473,986. This was only his third year in the business. The Kansas agency set a new high for the year with paid business totaling \$1,987,953. Mr. Jernigan has been general agent since July 1. W. H. Nicholls, now in Grand Rapids, Mich., was in charge the first half of the year.

### Memorial Resolutions in Richmond

Resolutions on the deaths of A. O. Swink, president of Atlantic Agency of Richmond, and Roger B. Hull, counsel and general manager of the National Association of Life Underwriters, were adopted at the January meeting of the Life Agency Managers of Richmond.

venture into the field, but no such condition has existed for several years and there never has been a time in the history of America where private capital has been so eager to enter the investment field as at present. The government, he said, has foreclosed many fields in which it was making loans, and shows a tendency for continued expansion along these lines, regardless of the fact that private money is available in unlimited quantities to supply the demand.



## OKLA. CONGRESS

(CONTINUED FROM PAGE 4)

tion, who spoke on "Life Insurance, a Free Enterprise." Miss Jones has no hesitancy in outlining what she considers the faults and merits of the agency system and then ends with a rousing plea for better cooperation of company managers and agents. Her famous statement that the time for a manager to pat his agent on the back is not when that agent has just written a large case, but when he is in a slump and needs sympathy and help always brings a cheer from the audience.

Mr. Mason, speaking on "Let's Decide," has a whimsical, detached manner of speaking that captivates an audience. Even the stenotypist who transcribed the speeches had difficulty in controlling her laughter sufficiently to take down what Mr. Mason said.

Mr. Mason traces the progress of the average agent from the time he knows but little but sells a good deal of life insurance to the time when he knows everything about nothing and is so busy thinking about dividends and competition and what's wrong with the other companies and advanced underwriting that he forgets to write cases. It has been years since any sales congress speaker performed so definitely and humorously in getting across his points.

Paul Dobson, well known member of the Million Dollar Round Table from Minneapolis for Northwestern National, took for his subject "The Agent and His Public Relations," and said that there was great need for a public relations job by companies. The best way to do it is through the agent, he said. Every fellow gets three times as much business from the other fellow's customers as he does from his own customers. He said that we must learn to "think of people in terms of problems, of goals to be reached, of ambitions to be met. If the agent does not plan ahead the client will not and he will either be underinsured or some other better salesman will come along and take your place as a planner.

"My theme is the value of clients. There is more to life underwriting than the will to work, the will to earn and the will to sell. You must have the will to serve and to hold good will, to go the extra mile, to feel responsible for each client's planning and fulfillment of his ambitions."

## C. L. U. Presentation

At the luncheon meeting Miss Jones presented diplomas to five men who had passed C.L.U. examinations: Kenneth L. Aldrich, Guardian Life; Thomas Thatch, Mutual Benefit; Lawrence Kline, John Hancock; Ross Enlow, Mutual of New York, and Harvey Kemp.

The Oklahoma association made plans to extend the number of local associations and announced the formation of a new association at Ponca City with Tony Barricklow as the first president. The association will sponsor caravans to Ada and Lawton to form local units. A state convention is planned in May at Tulsa. Jul B. Baumann, general agent for the Pacific Mutual at Houston, was presented as the new trustee of the National association, appointed to fill the place vacated when Gale Johnston was made a Metropolitan third vice-president.

The agency leaders testimonial dinner, sponsored by the Oklahoma General Agents & Managers Club in conjunction with the Oklahoma association, was held just prior to congress, with 100 attending. The event will be held annually to honor leaders in various life agencies of the state.

William P. Stagg was toastmaster. J. Hawley Wilson, Thomas B. Hatch and Thomas B. Reed participated in the awarding of certificates to agency leaders.

The annual Mid-Continent Life party took place at the sales congress. With nearly 50 in attendance Mid-Continent Life took the prize at the congress for

Rust, Hanselman  
Now Vice-presidents

Richard S. Rust, heretofore secretary of Union Central Life, has now been elected vice-president and secretary, and Wendell F. Hanselman, formerly superintendent of agencies, is elected vice-



R. S. Rust



W. F. Hanselman

president and superintendent of agencies.

At the same time, Dr. W. O. Pauli, assistant medical director, was elected associate medical director. John P. Tillinghast and Richard L. Glazier were elected assistant actuaries.

Three new members were added to the executive committee, they being Mr. Rust, John W. Tarbill and Clifford R. Wright.

Two new directors were elected: Bolton S. Armstrong and S. R. Sutphin.

Correction Is Made as to  
Plans of Paul Dobson

THE NATIONAL UNDERWRITER regrets exceedingly that it was misled in printing the statement that Paul Dobson, who has been much in the public eye as a speaker before insurance audiences lately, had terminated his connection with Northwestern National Life in Minneapolis. There was sent to THE NATIONAL UNDERWRITER a clipping from another publication in which that statement appeared and THE NATIONAL UNDERWRITER assumed that this was in the nature of an announcement. There is no basis for such a statement and THE NATIONAL UNDERWRITER regrets having caused this embarrassment to Mr. Dobson.

Cavanaugh, Clark to  
Ill. Chamber Insurance Posts

L. D. Cavanaugh, president of Federal Life, has been appointed chairman of the insurance committee of the Illinois chamber of commerce succeeding George F. Manzelmann, president of North American Accident of Chicago. The new chairman of the executive committee of the insurance division of the Illinois chamber is Rollin M. Clark, vice-president of Continental Casualty and Continental Assurance. Mr. Cavanaugh is a past president of the Health & Accident Underwriters Conference and is now a member of the executive committee of the American Life Convention. He was elected secretary of the recently organized Illinois Association of Legal Reserve Life Insurance Companies.

## Wash. Congress in Spokane

The sales congress and annual meeting of the Washington State Association of Life Underwriters will be held in Spokane Feb. 27. John A. Witherspoon will be the featured speaker. L. T. Bostwick, Mutual Life, Spokane, is president. Richard Berlin, Equitable Society, is chairman of the sales congress.

having the largest number of agents present.

R. E. Leonard, agency vice-president, was host to about 50 agents and their wives and sweethearts and awarded prizes for 1941 production.

LIFE INSURANCE  
IS  
CONSERVATION

Conservation . . . a word very much in the news nowadays . . . is not new to the business of Life Insurance.

For Life Insurance is Conservation . . . putting away some of today's earnings for protection against the uncertainties of tomorrow.

Life Insurance, which helps men build individual defense, now joins up "for the duration" and contributes vitally to the national defense with the investment of billions of dollars in Government securities to buy more planes and tanks and guns.

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board

C. R. CLEMENTS, President

HOME OFFICE  
NASHVILLENATIONAL BLDG.  
TENNESSEE

## Pink Opposes Stock Investments

(CONTINUED FROM PAGE 1)

that a compulsory procedure would be dangerous, because of the possibility of the price being bid up out of all reasonable proportion. Also, a recent survey of the insurance department showed that private sales are not confined to the larger carriers, many small companies having bought securities to a great extent through private negotiation.

While an effort to induce earners to invest their surplus in defense bonds and life insurance policies instead of commodities will help avoid inflation, Mr. Pink said that the only sure preventive is rigid price control, with no exceptions for any group, and strict rationing of non-war products.

### War Clause Situation

Mr. Pink said that he thinks the war clause subject was overstressed and that the public became unduly exercised, partially because of high pressure sales efforts by agents. He said any man in the services should buy government insurance and take private life insurance only if he can afford more than \$10,000 coverage. Many companies are now making this clear.

The clause permitted in New York, excluding only death resulting from military service, is reasonable, in Mr. Pink's opinion, although many states permit more sweeping exclusions and many companies prefer them. However, in the last war military mortality was not materially greater than that of civilians and this war so far has narrowed the gap further. Mr. Pink said that the New York laws are inconsistent in permitting industrial policies to exclude death occurring within six months after termination of military service and those caused by service in ambulance, medical and other auxiliary and non-combatant units. He urged that the clauses be made uniform, perhaps on a compromise basis.

### Asks Housing Legislation

Mr. Pink said he hopes the legislature will pass the bill to permit life insurance companies and savings banks to cooperate with the cities on low priced housing projects. This bill was introduced by Senator Hampden last year, but was lost in the shuffle after passing the senate. After the war, there will be no greater opportunity to stimulate employment in a useful way than through housing projects, especially those which replan and rebuild blighted areas of cities. Subsidized public housing cannot do all the job.

While life insurance companies and savings banks cannot compete with government subsidized housing projects as to rental, Mr. Pink pointed out that they can do the job for clerical and skilled workers at reasonable rents. He referred to the projects of Metropolitan at Parkchester and at Los Angeles and to the new Equitable Society project in Brooklyn. The last one is particularly noteworthy, he said, because it is in an old section of the city, already supplied with churches, schools and other needed institutions and will keep the neighborhood on its feet. It thus avoids the criticism aimed at other projects that they put up the additional burden of new schools and transportation and accelerate the movement of population away from cities.

### Hospital and Medical Plans

Non-profit hospital plans are in excellent shape, Mr. Pink reported, with probably 15 percent of the state population under 65 years old insured in the nine plans. Contracts have been liberalized as experience improved. Medical indemnity plans are making little progress. Mr. Pink said that the problem of doctors' fees is difficult and that the premiums are too high for

## No. 1 Man of '41

M. D. Dugger, Jr., general agent of Franklin Life in Houston, was high individual producer of that company for 1941. Associated with Franklin and with President C. E. Becker's organization since he entered the business in 1925, Mr. Dugger has been a consistent producer of a large volume of business and won many "firsts" in Franklin contests and drives during 1941.



M. D. Dugger, Jr.

Paying for nearly a half million of business in the last three months of 1941, the Budinger agency in Chicago ended that year at the head of the list of Franklin agencies. This is the second consecutive year the Budinger organization has won this distinction.

### Cite Non-Resident Status of Fischer's Assailant

DES MOINES—The proceedings brought against Commissioner Fischer of Iowa by a policyholder of American Mutual Life became more complicated because the policyholder is not a resident of Iowa. The new question was injected into the case after Judge Powers held that the municipal court had authority to hear arguments on a legal technicality involved.

The action started when Benjamin Wolf of Richmond Heights, Mo., a policyholder and former employee of American Mutual, asked the state executive council to remove Mr. Fischer. When the council held that only the governor had the power to remove Wolf's attorney, Horace Havner, asked for a writ in municipal court to determine whether the council had power to discharge Fischer.

When the case came up Monday, Attorney-general Rankin argued that the municipal court was without jurisdiction in that only the district court could grant a writ of certiorari. After the judge overruled this argument, Rankin then filed a demurrer asking for dismissal, listing among other things that Wolf did not have any legal capacity with the council because he was a non-resident of the state, and that because Wolf was not a citizen of the state he has no standing in the court.

### D'Olier Resigns Defense Post

WASHINGTON — Dean J. Landis, executive director of the Office of Civilian Defense, announced that Col. Franklin D'Olier, president of Prudential and regional director of the second O.C.D. office with headquarters in New York, had resigned because of ill health. Col. W. W. Metcalfe, acting assistant director, will succeed him as acting director.

many in the low income brackets. One plan is trying to solve the difficulty by providing different scales of fees for various income levels. Only five medical indemnity corporations are licensed, with two more having been permitted to solicit.

Examinations for life and accident license applicants were begun in 1940, although brokers had been examined since 1928 and fire and casualty agents since 1932. Out of the 64,042 agents, 45,760 are licensed for life, accident or both. There are about 22,000 licensed brokers. Mr. Pink recommended that the work of examination be transferred to the state education department, which is better equipped to handle it. If this cannot be done, Mr. Pink said that insurance department machinery should be set up along similar lines. This will cost more, but examination fees are adequate to cover it.

## Executive Committee of Commissioners Will Meet Feb. 17

The executive committee and officers of the National Association of Insurance Commissioners will meet Feb. 17 at the Pennsylvania Hotel, New York City, mainly to talk over war problems as affecting insurance. Harrington of Massachusetts is chairman, the others being Gough, New Jersey; McCormack, Tennessee; Sullivan, Washington; Jordan, District of Columbia; Lloyd, Ohio; MacDonald, Wyoming, and Morin, Rhode Island. Hobbs of Kansas is president, Williams of Mississippi, vice-president, and Read of Oklahoma, secretary and treasurer.

A number of other commissioners will attend the meeting.

Subscribe to **Accident & Health Review**, \$2. 175 W. Jackson Blvd., Chicago.

## Mutual Life Pays First Pacific War Death Claim

Mutual Life of New York has paid its first death claim resulting from war action which began with the Japanese attack on Pearl Harbor. The claim, for \$1,000, covered the life of a 54-year old Nebraska carpenter, a Navy employee, who was killed while doing defense work when the Japanese attacked Wake Island on Dec. 7. Notice of death was not received until three weeks following the Japanese attack.

Notices of military casualties among its policyholders received to date by Mutual Life as the result of the war in the Pacific total seven, according to Leigh Cruess, vice-president and manager of selection. These casualties taken together represent claims of \$9,003 which await only official certificates of death from the government in order to be paid.

## FOR HOME AND COUNTRY

### Life Insurance Fights the Battles of Both

Income from Proceeds — To our Wives and our Children, to guarantee the Security of our Homes.

Income from Premiums—To Uncle Sam, to buy Bonds to guarantee the Independence of our Country.



## GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. Greenwood, President

Home Office

Houston, Texas



## Louis F. Paret Honored on 50th Anniversary

On his 50th year with Provident Mutual Life, 150 attended a golden anniversary dinner at Philadelphia in honor of Louis F. Paret, head of the Louis F. Paret agency. Mr. Paret entered the employ of Provident Mutual as an office boy Feb. 1, 1892. At 19 he began soliciting after hours and in 1901 was placed in the field as a full time agent.



Louis F. Paret

In 1941 his agency led all Provident Mutual agencies in new business placed. Starting early to prove his ability and spirit for agency building, Mr. Paret became general agent for the company in southeastern Pennsylvania. In 1917 he was made general agent for New Jersey and in 1929 the agency opened an office in Philadelphia.

The anniversary dinner was given by the Paret Agency Association and attended by agents, officials of the company, and friends. Greetings were extended to Mr. Paret by Theodore Widling, president of the Paret Agency Association, by Mrs. Paret, by Irvin Bendiner of the New York Life at Philadelphia, and by M. Albert Linton, president of Provident Mutual.

Mr. Paret has served as president of the Pennsylvania State Association of Life Underwriters, and was twice president of the Philadelphia association. In 1938 he was presented the President's Annual Cup of the Philadelphia association.

## Research Bureau Men on Program

The life insurance sales process was analyzed by Sales Research Bureau experts at the annual sales congress of the Philadelphia Association of Life Underwriters. Those taking part were B. N. Woodson, assistant manager of the bureau; L. W. S. Chapman, editor "Managers' Magazine," and Ward Phelps, consultant. In addition to the full day's program before the sales congress, the experts conducted a managers school for the managers and general agents committee of the association headed by C. H. Orr, National of Vermont. Agency heads and supervisors in eastern Pennsylvania, southern New Jersey and Delaware attended by invitation. S. S. Dunning, Fidelity Mutual, was program chairman.

The association's annual award of the president's cup was made to A. B. Levy, agency manager Equitable Society and former president Philadelphia and Pennsylvania associations, as the manager who did the most last year to promote welfare of the life insurance business in Philadelphia. A. W. Moore, first vice-president, made the presentation.

Mr. Levy is chairman of the legislative committee of the Philadelphia and Pennsylvania associations which has been responsible for defeat of several savings bank life insurance bills in the Pennsylvania legislature and a 50 percent reduction in personal property taxes levied against beneficiaries under life policies in Philadelphia. This tax applies to proceeds left with the companies or in the case of a specified income is applied to the capitalized equivalent, and amounts to eight mills annually, of which four are collected by the state and four by Philadelphia county.

M. R. Wallis, general agent Equitable Life of Iowa, chairman defense bond committee, reported 130 agents had signed up more than 400,000 employees under the payroll deduction plan in some

## N. A. L. U. Members Sell \$80,000,000 in Defense Bonds

More than \$80,000,000 in defense bonds and stamps have been sold throughout the country by members of the National Association of Life Underwriters, principally through installation of salary allotment plans.

In the first two full months' work by life agents, which ended on Jan. 31, 11,200 members in 330 local associations volunteered for work and have actually seen service in installing plans; preliminary contacts have been made with 18,050 business and industrial firms and 4,716,995 employees in those firms; salary allotment plans have been installed in 6,029 of the firms, covering 2,016,955 employees. Total cash sales of bonds and stamps reported by agents are \$13,289,564; salary deduction pledges made are \$5,691,642 monthly or \$68,299,704 annually, bringing the aggregate to \$81,589,268.

Now that associations throughout the country are fully organized the present total should be redoubled many times, according to W. H. Andrews, Jefferson Standard, Greensboro, N. C., chairman of the underwriters' committee. Ralph G. Engelsman, Penn Mutual, New York, is director of sales. It has been difficult to develop a system so that all plans installed by underwriters could be fully reported in the national total.

Since the declaration of war there has been a tremendous upsurge in the sale of bonds and in the number of plans installed.

During the first month association members volunteered to spend a day a month on the work. With the declaration of war, many members of the 400 local and state associations are spending a great deal more time installing plans.

The ten members of the association's national committee, headed by Mr. Andrews and Mr. Engelsman, each head a section of the country, which has been zoned for purposes of the movement. Working with them are chairmen for each state and for all of the organization's 368 local associations.

## Life of Va. to Write A. & H. in Connection with Group

Stockholders of Life of Virginia at the annual meeting authorized amendment of the company's charter to permit writing of accident and health. The company intends to write the line only in connection with group and wholesale life plans which were recently added by the company. Benefits under the company's plan for employee pensions were increased and hospitalization added.

## Mutual Life Names Jones to Handle Agency Publicity

Mutual Life of New York has appointed Rufus H. Jones as a member of the executive department to take charge of publicity concerning the company's 80 agencies, and to participate in other publicity and advertising activities of the company.

Mr. Jones formerly was with McCann-Erickson, Inc., New York advertising agency, as copywriter and account executive. From 1935 to 1940, he was with the Doremus & Co. advertising agency. Previously he was a member of the editorial staff of "Baron's Magazine" in Boston.

Mr. Jones is the author of articles in national magazines; one of which "Sure, You're a Nice Girl . . .", appearing in the "Saturday Evening Post," gave logical reasons why a young man should stay single. Mr. Jones now is married and has a daughter.

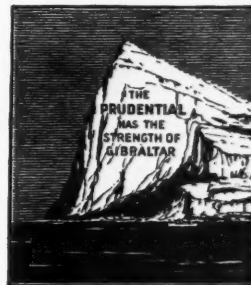
688 business firms having 100 or more employees each.



## Always Daddy's Girl

He isn't here to see her now, but she will have all the advantages he had planned for her, including the full-time companionship of her mother.

Life insurance, wisely chosen by her late daddy, provides the security she and mother enjoy—protection that serves at a time when it is most needed.



**The Prudential**  
Insurance Company of America

Home Office, NEWARK, N. J.

## Highlights from 1941 Statements

(CONTINUED FROM PAGE 2)

ing policyholders and beneficiaries during the year \$835,746 and the total amount of this nature paid since organization is \$17,115,001.

### VOLUNTEER STATE LIFE

Volunteer State Life's direct agency new paid-for business in 1941 exceeded 1940 by 14 percent, increasing insurance in force to \$102,842,000. Beneficiaries and policy-owners were paid \$1,876,000, bringing total payments since organization in 1903 to more than \$53,480,000.

Assets were \$27,108,914, increase \$1,367,885. Bonds aggregated \$7,076,518. The amount invested in U. S. government securities increased to \$1,413,326, gain 119 percent.

Mortgage loans increased \$1,784,198 to \$10,628,700, this including \$5,403,981 FHA insured city loans.

Reserves were increased \$1,262,853 to a total of \$25,047,922. Surplus increased to \$626,048. Capital is \$625,000; contingency reserve \$190,630.

### JEFFERSON STANDARD

Assets of Jefferson Standard Life increased during 1941 by \$10,000,000 and now total about \$105,000,000.

New life insurance of more than \$38,000,000 was the largest production in over 10 years and the increase of insurance in force was more than \$28,000,000 the largest in 15 years. Insurance in force is now \$450,627,700. The amount of actual terminations was \$1,597,000 less than in 1940.

Mortality earnings were excellent, the ratio of actual to expected being 52 percent. During the year there was a heavy increase in losses due to automobile accidents, the total amount paid being \$326,000. With the restricted use of automobiles from now on the losses from this cause should be considerably less. President Julian Price of Jefferson Standard was notified of \$40,000 in death claims due to the surprise attack of the Japs. The company paid policyholders and beneficiaries \$6,648,609, making a total of \$125,000,000 since the company was formed in 1907.

The net interest return continues to exceed 5 percent and Jefferson Standard is the leader among major companies in this respect. Capital and surplus increased \$1,670,000, which is the largest annual increase in history. The total capital, surplus and contingency fund now stands at \$8,400,000.

### CONTINENTAL AMERICAN

Continental American Life in its new statement reports assets \$30,169,888 as compared with \$26,953,093 the previous year. Capital is \$637,530 and net surplus \$1,630,705, an increase of about \$40,000.

Continental American looks back to its stature 10 years ago as at Dec. 31, 1931, and finds that its insurance in force has increased 32 percent, its assets 109 percent and that the amount paid to policyholders and beneficiaries in 1941 was greater by 35 percent than the payments in 1931.

### OLD LINE LIFE

Old Line Life of Milwaukee reports assets gained \$945,411 to \$24,385,612, the highest on record, exceeding reserves and other liabilities by \$2,187,997, or about \$109.14 assets per \$100 liabilities. There is 3.72 percent in cash, 36.20 percent in bonds, 34.93 percent mortgages on improved city and farm properties, 9.22 percent policy loans, 13.91 percent contracts for deeds and unencumbered real estate.

Life insurance in force Dec. 31 was \$83,552,729, net gain \$2,944,874. New

paid life insurance was \$8,716,939. Accident and health premiums exceeded 1940 by over 16 percent. Payments to policyowners and beneficiaries amounted to \$1,961,362.

### AMERICAN MUTUAL LIFE

Assets of American Mutual Life increased to more than \$30,996,000 during the past year, and the surplus increased to \$1,900,000. Of the assets 68.3 percent were in cash or immediately liquid securities. The market value of the bonds at the end of the year was \$2,071,023 greater than the amount at which they were carried in the statement.

There was paid \$2,430,500 to policyholders and beneficiaries, bringing to \$86,144,625 the amount paid since organization. Insurance in force is \$90,182,000. The mortality ratio was 58.2 and net interest earnings were 3.9 percent.

### GREAT-WEST LIFE

In its 50th annual report Great-West Life reported \$62,766,744 of new business in 1941, increase \$9,000,000. This was the best volume in 11 years, with

one exception. Insurance in force is \$660,457,610, an increase of more than \$20,000,000. The company has approximately \$150,000,000 of business in force in the United States, where volume has doubled in eight years. The company operates in eight states in the U. S.

Assets of the company total more than \$180,000,000, of which 61.2 percent is in bonds or debentures, most of them government bonds or guarantees. The company paid living policyholders \$11,318,490 in 1941 and beneficiaries more than \$4,500,000.

Life insurance is one of the most active agencies today for conserving small margins and savings for the day of rehabilitation and reconstruction, President M. F. Christie declared. Thus it is an effective factor in restraining inflationary forces.

### PILOT LIFE

Pilot Life's insurance in force increased \$13,304,629 in 1941, bringing the total to \$159,946,676. Assets were increased by \$1,834,156 or 8 percent to \$24,961,778. A substantial increase has been made in reserves for 1942 dividends to policyholders. Mortality last year was 44 percent. Net interest earnings on mean invested assets were at the high figure of 4.4 percent.

The directors declared a dividend of \$6 per share on stock on record as of Jan. 27, 1942, and also declared a 5 percent bonus to all home office employees on 1941 salaries.

### MUTUAL TRUST LIFE

Assets of Mutual Trust Life, Chicago, increased in 1941 7.46 percent to \$53,230,449. Insurance in force was \$194,821,052, an increase of 7.44 percent. The lapse ratio was 4.10 percent, and mortality was 38 percent. The cash yield on assets as a whole were 3.9 percent. Average interest on mortgages was 4.58 percent, on bonds 3.51 percent, and the net yield on real estate was 3.76 percent.

### Housing Finance Bill in Va.

A bill to permit life companies to finance housing developments in Virginia within a 10-mile radius of cities of 100,000 and the District of Columbia was reported out of the house committee with the emergency clause stricken. It is designed primarily to cover a \$7,000,000 Metropolitan Life project for the Alexandria area. The bill was also amended in committee to limit any one project or group of projects to 2,500 families.

## LARGE, MEDIUM OR SMALL?



One of a series — Giving facts about the Fidelity.



Which offers the most to a boy—a large, medium size, or small college? The large college may be better staffed—have a more elaborate plant—but not every boy can take full advantage of these assets. The small college is often rich in personal contacts which provide character building and educational opportunities—but some boys suffer from the limitations of staff and equipment.

Medium size colleges have reasonably complete facilities, yet an intimate contact with the faculty is still possible. For many boys they offer the most promising opportunity for a well rounded education. Medium size life insurance companies, for the same reasons, provide the fullest measure of success opportunities for many men.

Fidelity is a medium size company. It offers the wide range of policy forms necessary to meet present day needs. It has more than \$382,000,000 insurance in force. Its assets are more than \$142,000,000. But nevertheless it has retained the common touch with its field.

Operating in thirty-six states, including New York and the New England states, the Fidelity throughout sixty-three years has built a wide and favorable reputation for fair dealing—and for friendliness with policyholders and agents alike.

The FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
PHILADELPHIA

WALTER LEMAR TALBOT, President

No man has a right to be as ignorant, as sinful, as lazy, as he was the year before . . . the law of life is the law of growth.



## Must Grasp Role of Life Insurance

(CONTINUED FROM PAGE 3)

about repaying it immediately or consider it as a current liability.

The money that goes into life insurance premiums, Mr. Bushnell pointed out, is just that much less purchasing power in the public's hands to add to the inflationary influences. Yet in spite of its anti-inflationary influence life insurance shows its real worth in times of deflation, which are always much more serious than any inflation that could conceivably take place in this country. Mr. Bushnell pointed out that because of its enormous natural resources, its virtual economic self-sufficiency and its possession of 80 per cent of the world's gold supply, the United States could not possibly experience an inflation such as occurred in Germany and to almost as great an extent in France, for these nations were bankrupt and had no choice.

During a deflationary period, however, stock dividends decline or vanish altogether and bonds may have tough going, with defaults among the weaker issues. It is then that life insurance dollars prove their value, either as death claims, policy loans or cash surrenders, Mr. Bushnell declared.

### Sees Sales Opportunities

As to how present and future conditions will affect the sale of life insurance, Mr. Bushnell mentioned particularly the income taxes on men who have been accumulating substantial estates through purchase of securities and other investments. This is the time, he said, to divert money that usually goes into stocks, bonds, mortgages or the purchase of luxuries and swing over to life insurance whatever is left after paying the greatly increased income taxes that will be called for.

For one thing, the situation in the capital market for the next two years is going to be highly uncertain. Production of peace time commodities has been cut off and everything diverted to the war effort. The prices of common stocks are such as to yield from 6 to 9 per cent, but this does not represent an investment opportunity but is rather a discounting of the uncertainty of the future and the heavy taxes to which business will be subjected to carry on the war.

### Cites Paper Firm as Example

Mr. Bushnell cited as an example a paper company which experienced close to 300 per cent in gross income last year, but only a 3½ per cent net income and passed its dividend last fall. This action was due to the need for more working capital and because of the higher cost of raw materials. This sort of thing is reflected in securities exchanges all over the country and will be encountered for the next four or five years.

For the man who has been putting away \$5,000 or \$6,000 a year the best course would be to buy life insurance with whatever he had left of this amount after meeting the increased taxes. For example, a man who had been saving \$5,000 a year and who had a tax increase of \$4,200 would still have \$800 left which he could apply toward buying low-premium life insurance over the next few years as a hedge against the interruption in his program of estate accumulation.

### Should Re-Survey Market

Farther down in the income scale there will be many prospects who, until recently, would have been considered of too small means to justify much sales effort. However, men who were formerly making \$45 a week may now be making \$70 or \$75 a week. Mr. Bushnell observed that there has been a trend in this country toward cutting down enormous estates and great wealth and a response to labor's demand for a bigger share of the income.

Consequently prospecting can be profitably reappraised and redirected toward individuals who a few years ago might not have been considered worth soliciting for ordinary insurance.

Speaking from a first-hand knowledge of real inflation, Mr. Bushnell said that the trouble in the present inflation bugaboo is that there is not enough practical thinking about it. People don't think the problem through. It is necessary to show the agents so that they can point out to prospects that the man who tries to buy commodities, property, or otherwise hedge against inflation, is thereby putting himself out on the farthest end of the limb as regards deflation, the effects of which are much more to be feared than whatever conceivable degree of inflation may be ahead.

### Prices Still Below 1923

As far as inflation is concerned, he pointed out that even with today's prices we are still about 8 per cent below the living cost that prevailed in 1923, even though we have had a certain amount of inflation here ever since recovery started in the latter part of 1938. Agents should understand, he said, that inflation is not something mysterious and dreadful, but is merely a manifestation of the law of supply and demand. During inflation there is more money in the hands of buyers than there are goods in the hands of manufacturers and distributors. A war effort puts more money in the hands of workers while there is a drastic curb on production of consumer goods.

During deflation, on the other hand, there are more goods in the hands of sellers than there is money with which to buy them. When the war is over the flow of money into industry and to workers in industry will slow up and production will switch to civilian goods. There will be more people out of work and because of the law of supply and demand it will be impossible to maintain existing wage scales. The manufacturer switching from war production to peace time goods will find that the buying power has been sharply reduced.

### Interest Rates Rise

Interest rates will go up as the demand for money increases all over the country as manufacturers attempt to hold their organizations together. Corporations will draw on earned surplus while dividends will be either sharply cut or entirely omitted. If borrowers cannot meet their funded debts they will have to go into bankruptcy. For these reasons it is in periods of deflation rather than inflation, that the real hardships occur and the life insurance dollar proves its real value by continuing to be available when many other sources are cut off.

### Creates Own Capital and Surplus

Agents do not appreciate that life insurance is the only money management service that creates its own capital and surplus year by year, said Mr. Bushnell, adding that it is the only business where this is permitted and therefore the only one which can practically guarantee a net operating profit each year. Also there is the well-known element of diversification in life insurance which gives it a tremendous advantage over, for example, a trust account which must stand on its own bottom.

"The more we begin to appreciate the money management service of life insurance and get this message over to the agency force, the more we will be fulfilling our obligation to the estate builders of this country," said Mr. Bushnell. He said that when the life insurance business does the job it is capable of doing the present \$133,000,000,000 of insurance in force will seem small.

## A Picture of Progress

### 96th Annual Report Shows Gains

#### Statement (as of December 31, 1941)

ASSETS	
Cash in Banks.....	\$ 6,166,638
Bonds (Amortized or Investment Value)	
United States Government Obligations.....	25,442,061
Other Bonds.....	145,826,832
Stocks (Commissioners' Market Value).....	16,033,981
Mortgage Loans.....	175,091,358
Collateral Loans.....	3,000,000
Policy Loans.....	32,089,160
Home Office Property.....	2,650,000
Other Real Estate.....	6,482,891
Interest Due \$222,757 and Accrued \$4,054,700.....	4,277,457
Net Deferred and Outstanding Premiums.....	6,933,340
<b>Total Admitted Assets.....</b>	<b>\$423,993,718</b>
LIABILITIES	
Policy and Contract Reserves.....	\$342,305,729
Policyholders' Funds:	
Policy Proceeds left with the Company.....	\$36,531,902
Accumulated, and Other Dividends.....	15,409,260
Advance Premium Fund.....	4,467,187
	56,408,349
Reserve for 1942 Dividends.....	5,650,000
Reserve for Taxes Payable in 1942.....	1,400,000
Liability for Outstanding Claims.....	948,248
Miscellaneous Liabilities.....	510,234
Investment Contingency Reserve.....	420,151
Surplus.....	16,351,007
<b>Total Liabilities.....</b>	<b>\$423,993,718</b>

#### HIGHLIGHTS

New Business	
1941—\$108,238,955	
1940—\$101,948,307	
Increase—\$6,290,648	
Insurance in Force	
1941—\$1,135,915,272	
1940—\$1,084,835,793	
Increase—\$51,079,479	
Assets	
1941—\$423,993,718	
1940—\$394,881,555	
Increase—\$29,112,163	
Surplus	
1941—\$16,351,007	
1940—\$14,566,843	
Increase—\$1,784,164	



**Connecticut Mutual**  
Life Insurance Co.  
96 years of Dependable Performance

## EDITORIAL COMMENT

### Controlling Competitive Practices

CUTTHROAT competitive tactics such as proselyting of agents, and rebating by agents, and their use of misleading comparisons in order to win a hard fought case away from a rival is difficult to control, particularly in large metropolitan centers where the struggle is intense and the moral force of opinion within the business is either weak or poorly organized. It was largely to control these destructive factors that the New York Life Managers' Association was formed more than a decade ago.

Before that time there was little that an outraged general agent or manager could do except to "holler copper" by running to the state insurance department. This was unpleasant for the accuser, the accused and the department. Furthermore it was not particularly effective because there wasn't much the department could do without a completely watertight case, while as far as moral suasion was concerned the offending agency head was not usually well acquainted with his accuser or many of his other competitors and was little concerned about what they thought of his practices.

At the recent annual meeting of the

New York City Managers' Association the chairmen of the committees on proselyting of agents, on rebating, and on misleading comparisons had the pleasant duty of having nothing to report. In fact, Acting Chairman C. P. Dawson, New England Mutual, of the proselyting committee humorously stated that "we are pure as the driven snow" and while there was laughter it was not of the horse variety, but was entirely good natured.

The banding together of agency heads in an association does not, of course, automatically eliminate proselyting, rebating and misleading comparisons. However, getting together in such a group does have the advantage of showing a general agent or manager that instead of being a dirty so-and-so ready to knife a competitor at the slightest opportunity, a competing general agent is usually a good fellow, not so much different from anybody else. Under such circumstances it is possible to talk over differences of opinion and iron out misunderstandings within the walls and without the bitterness that is inevitably incurred when a dispute becomes the subject of a complaint to the supervising authority.

### Now Is Time to Eliminate Misfits

THE most difficult task for most executives is to discharge misfits in their organizations. They are fully aware certain men are not up to standard but they dislike to put them out on the street. At the present time when employment opportunities are bright in defense industries, life managers and general agents should take advantage of the opportunity to trim their sails by

encouraging their under par agents to take other jobs.

Many of these men who can't make a go of life insurance because they lack ability to meet people, initiative and adaptability, can do routine work successfully and they can be an asset to manufacturing organizations.

Keeping misfits in an organization is an expensive process.

### In Force Gains Mark Statements

MARKED gains in insurance in force, many of them the largest in history or at least in the last 10 to 15 years, characterize the annual statements of life companies for 1941. Substantial new business gains plus a decided decline in lapse rates are prevalent. Some companies report terminations through lapse and surrender at the lowest point in history while others are experiencing their best records in this regard since the depression.

Mortality experience appears to continue extremely favorable with several companies reporting unusually low percentages. Interest earning declines are

slowing down, with several companies showing increases. Experience on real estate investments and sales is much improved.

Substantial gains in assets and surplus are reported, a number of companies breaking all previous records on increases.

Increasing investments in U. S. government securities are noted by most companies which is an especially timely point to stress in presenting statements to the general public.

It is with great gratification, especially in these times of stress, that life companies are continuing to add substan-

tially to their strength which will insure that life insurance will continue as a dominant institution through the war period and years to come.

## PERSONAL SIDE OF THE BUSINESS

Barbara Behrens, the daughter of **Herman A. Behrens**, chairman of Continental Casualty and president of Continental Assurance, and Mrs. Behrens, was married to Norman A. Ballantine, Saturday in the apartment of her parents in the Drake Towers in Chicago. The Rev. Dudley Stark of St. Chrysostom's church officiated. Mr. Ballantine is the son of Mr. and Mrs. Percy Ballantine of Newark and the Mountain Lake Club at Lake Wales, Fla. Barbara Behrens attended the Principia in St. Louis and Pine Manor Junior College. Mr. Ballantine graduated from Princeton and is now in business in Chicago. He is connected with the Eastern Air Lines.

**Dr. C. E. Iliff**, medical director of Western & Southern Life, has had to have his hand amputated above the wrist due to an infection. Dr. Bradley, the assistant medical director, died a few weeks ago.

**J. J. Doyle**, advertising manager of Western & Southern Life, who devotes considerable of his time to getting out literature and promotion work, is seriously ill in a hospital. Mr. Doyle has been on the firing line for many years and is a hard, efficient, assiduous worker.

Mr. Doyle is at Good Samaritan Hospital, Clifton avenue, Cincinnati.

**Ernest W. Owen**, who retired in 1939 as head of the Detroit branch of Sun Life of Canada after 26 years in that post, is serving the British government as a dollar-a-year man, acting as British press representative in Detroit. He arranges speaking engagements for visiting British notables, handles publicity and distribution of British defense data to civilian defense groups. He is a past president of Qualified Life Underwriters of Detroit and was secretary of the National association. He is widely known as a speaker on life insurance.

**R. P. Abbott**, examiner of the Iowa insurance department, is in the Methodist hospital in Des Moines as the result of a stroke. He had been released from the hospital only one day when he suffered the attack.

**Elmer H. Dearth**, former Minnesota insurance commissioner and later identified with various insurance activities, is leaving St. Paul to make his home in Des Moines.

**Lester O. Schriver**, general agent in Peoria, Ill., for Aetna Life, has been elected president of the Greater Peoria Community Fund and Council of Social Agencies. The two organizations have now been merged. Mr. Schriver has been the president of the Community Fund alone.

**W. F. Winterble**, superintendent of agencies Bankers Life of Iowa, has been visiting agencies in Los Angeles, San Francisco, Portland and Seattle.

**Dr. J. Rozier Biggs**, vice-president and medical director of American Standard Life, was prominently featured in the "Evening Star" of Washington the other day because of his part in the presentation to Miss Mabel T. Boardman of the Distinguished Service Medal of the Cos-

metropolitan Club of Washington. Miss Boardman is national secretary of the American Red Cross. Dr. Biggs, chairman of the Cosmopolitan medical committee, presented the award.

**H. Clay Evans Johnson**, executive vice-president of Interstate Life & Accident, has been elected a director of Pioneer Bank of Chattanooga.

**S. G. Bradding**, supervisor for the northwestern territory of National Life & Accident, now in the army at Fort Jackson, S. C., will be married in the early spring to Miss Mary Gene Boyle.

The Wichita General Agents & Managers Association and the officers and board of the Wichita Life Underwriters Association joined to give **Lee Wandling**, former president of both organizations, a farewell dinner party. Mr. Wandling, who leaves Wichita to become Omaha manager of Equitable Society, was convention chairman of the mid-year meeting of the National association in Wichita last spring and was general chairman of the last Kansas sales congress in Wichita. He headed the nominating committee of the National association at the last annual meeting. The two groups presented him a leather smoking set. **W. E. Moore**, Pacific Mutual, president of the General Agents and Managers Association, presided.

**John A. Stevenson**, president of Penn Mutual Life, made the commencement address at the graduation exercises of Girard College, on "Training for Leadership."

Mr. Stevenson listed as fundamental characteristics every leader can be expected to have, character, competence and courage, and said: "If these characteristics couldn't be developed by proper training I don't believe Stephen Girard would have founded Girard College."

**T. A. Sick**, vice-president and treasurer of Security Mutual Life of Nebraska, was honored at a dinner given by officers of the company on completing 25 years with the company. He started as a clerk in 1917.

Insurance Commissioner **Pearce J. Francis of Maine** continues to be seriously ill. He has been unable to be out for several weeks.

## DEATHS

**T. J. Farris**, 55, ace producer of General American Life and the old Missouri State Life, was found dead at his home in Clayton, Mo. He had died in his sleep. He had been an outstanding figure in St. Louis life insurance for almost 30 years. His brother, Patrick Farris, is also an agent of General American Life. He entered the employ of Missouri State Life in 1912 as a stenographer and clerk, and started selling in December, 1913. He set the remarkable record of producing at least one application for life insurance every day, including Sundays, for 17 consecutive years. In his long life insurance



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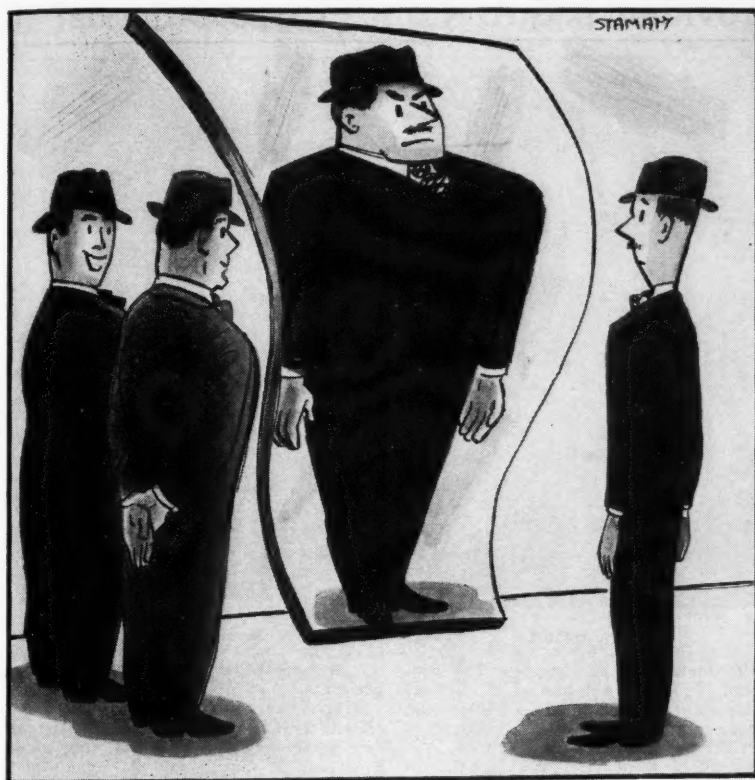
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—reminds me of insurance—where the first premium becomes something big as soon as the app is signed!

career he wrote more than \$15,000,000 on some 12,000 lives. He never failed to make either the \$100,000 or \$250,000 Club. His final showing in the App-a-Week Club was 345 consecutive weeks. A brief illness broke his remarkable 17-year record about seven years ago.

**William E. Sharp**, 75, founder and president of Royal Highlanders Mutual Life, died at his home at Lincoln, Neb. He was also vice-president of Woodmen Accident.

**W. F. Fortune**, Indianapolis, 78, who was president of Interstate Life prior to its consolidation with Federal Life of Chicago, died.

Funeral services were held in Minneapolis Wednesday for **James K. Bowe**, 45, sales supervisor for the White & Odell agency of Northwestern National Life, who died after he had suffered a head injury from a fall while ice fishing. Mr. Bowe had been associated with the company since 1935, as an agent for White & Odell for one year, four years as home office supervisor, and since June, 1940 in the same capacity with White & Odell.

**John M. Corr**, 70, veteran life insurance man of Birmingham, Ala., died there. He was one of the founders of the Protective Life. Later, with E. R. McDavid, Sr., he established the Fidelity Life. He also had served as general agent of Aetna Life and Equitable Society.

#### Help Employees Buy Bonds

OMAHA—Mutual Benefit Health & Accident and United Benefit Life will pay half of the purchase price of defense bonds for employees whose salaries are \$250 a month or less. These employees can purchase bonds with a maturity value up to \$200. The 681 employees have made application for \$96,875 of defense bonds to be paid under a payroll allotment plan during the year, with the companies matching dollars with the employees.

#### WANTED

Attorney with LL.M. degree and 8 years' mortgage loan experience as Assistant State Counsel for HOLC in Indiana, desires position in mortgage loan department of Life Insurance Company. Address P-14, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

### IN U. S. WAR SERVICE

About 200 field employees and 140 from the home office of **Travelers** are now in war service. About 335 Travelers agents are in the service.

**Fred W. Berquist**, for several years one of the leading producers of the Victor-Winter agency of Minnesota Mutual Life in St. Paul, has been called to service as a second lieutenant in the quartermaster's department at Fort Warren, Wyo.

**Robert Lindsley**, son of President H. K. Lindsley of Farmers & Bankers Life, formerly real estate and advertising manager of the company, is expecting a new reserve officer assignment any day. He recently completed a year of active duty as lieutenant assigned to the R. O. T. C. unit at the University of Missouri. His brother, H. J., who is educational director, has taken charge of advertising.

**Jack Skelley** of the Pittsburgh agency of Bankers Life of Des Moines has been called into active service in the army. He has been a sergeant in the cavalry reserve.

Word has been received that **William Draper**, formerly with the renewal department at the home office of Mutual Benefit Life, now stationed at Pearl Harbor, Hawaii, is safe. He had been on a PYB bomber operating from Pearl Harbor, but was confined in the base hospital for a minor operation at the time of the attack there.

Eight employees of the **Illinois insurance department** have entered various branches of the armed services. Among them are Paul G. Dolan, formerly assistant supervisor of the fire branch, who is a captain in the army air corps; J. R. Oline, clerk in the agents' license branch, now a captain with the 106th cavalry, and W. E. Wingert, assistant supervisor of the tax branch, now second lieutenant of infantry at Fort Benning, Ga.

#### Security Mutual Pays Bonus

Security Mutual of Lincoln, Neb., has paid a bonus of \$100 to married employees earning less than \$2,500 a year and a bonus of \$50 to single persons in that salary bracket.

## NEWS OF THE COMPANIES

### Farmers & Bankers Capital Is Increased to \$825,000

WICHITA—Capital of Farmers & Bankers Life of Wichita has been increased by means of a 200 percent stock dividend, from \$275,000 to \$825,000. There was transferred to capital from other reserve accounts \$550,000. The stockholders will receive two new shares for each old share. Capital and surplus is now \$1,500,000 as compared with \$775,000 at the end of 1940. Thus the surplus to policyholders was increased by \$725,000 or nearly 100 percent. The increases came from reserves that were not required by law but which had been set up during the past 31 years.

President H. K. Lindsley advises stockholders that the increased capital has not increased the net value of the holdings of the individual stockholder or the net worth of the company and that the stock dividend is not subject to income tax.

### Pathfinder Prospects Poor

GRAND ISLAND, NEB.—Efforts to secure local capital to rehabilitate the Pathfinder Mutual Life, now in the

hands of the Nebraska department, have so far been fruitless. Insurance Director Fraizer reported after an examination of company affairs. Mr. Fraizer said there have been very few lapsations but that the company is being operated on the basis of payment of 75 percent on death claims and restriction of cash surrender payments to use in paying premiums.

### New Midland Mutual Directors

C. O. Sullivan, actuary Midland Mutual Life, has been elected a director to serve two years. The company also elected Charles J. Kurtz, president Koeber Starch Co., Columbus, O., a director.

### Big Gain for United Benefit Life

OMAHA—United Benefit Life closed 1941 with \$202,786,472 of insurance in force, a gain of \$32,629,904.

### Gen'l Amer. Mutualization Program

General American Life directors Jan. 20 appropriated \$151,200 out of the 1941 earnings for the retirement of an



W. L. MOODY, JR., PRESIDENT  
GALVESTON, TEXAS

additional 2,520 shares of stock, thereby effecting, as of that date, a 56.08 percent completion of its mutualization program.

Since the program was adopted in June, 1936, 28,043 of the 50,000 shares of stock originally outstanding have been retired, \$1,682,580 of earnings being used for that purpose. Stock is

being retired at a fixed price of \$60 a share.

Lyon Carter of Estabrook & Co., Boston, has been elected a director of **Boston Mutual Life**.

**Bankers Security Life** has removed its home office from Ardmore, Okla., to Oklahoma City.

## AMONG COMPANY MEN

### Life of Va. Makes Henley Executive Vice-president

Robert E. Henley, formerly vice-president and general counsel of Life of



ROBERT E. HENLEY

Virginia, was elevated to the newly created post of executive vice-president at the company's annual meeting. He retains his title and responsibilities as general counsel.



C. A. Taylor

Mr. Henley is president of the Association of Life Insurance Counsel. Charles A. Taylor, formerly actuary, was named vice-president and actuary. He has been active in the Industrial Section of the American Life Convention and was one of the speakers at its meeting in Chicago last October. A. R. Kershaw, T. T. Hyde, Jr., and H. V. Schenck, formerly assistant vice-presidents, were promoted to vice-presidents, and H. P. Anderson, Jr., formerly general supervisor of districts, was given the rank of assistant vice-president.

### Stockton and Guibord Added to Agency Department

Robert W. Stockton of the San Diego agency of Connecticut Mutual Life and Paul L. Guibord of the Watson agency in Boston, have been added to the agency department staff in the home office. Mr. Stockton has taken his new post and Mr. Guibord will do so March 1.

Mr. Stockton was graduated from Washington University school of business administration in 1930. After four years in the investment business on the Pacific Coast he joined the San Diego agency in 1934. He is a member of the Dependables and President's Club. He

was an official of the San Diego Life Underwriters Association.

Mr. Guibord was graduated from Dartmouth in 1936, where he was class marshal and received Dartmouth's highest award, the Gallagher scholarship. He went with the Watson agency and shortly was placed in charge of training and supervising new agents who were college men. He is a three-time member of the Dependables. Mr. Guibord is well known for his prowess in tennis and hockey, having won the New England tennis championship last summer and previously several others, including the Vermont and Rhode Island championships. He was a high scorer on the Boston Olympic hockey team.

These two men, with R. E. Pille, who was named agency assistant in 1940, will carry on an intensive program of field training in programming and development of new sales plans.

### Huppeler Is Assistant Mass. Mut. Agency Head

Massachusetts Mutual Life has appointed L. M. Huppeler assistant director of agencies.

He has been an agency assistant for four years. In his new capacity he will work directly with the field forces.

Mr. Huppeler is the organizer and manager of the personal security and pension trust department, in the direction of which he will now be assisted by Kenneth W. Perry, recently appointed agency assistant.

Mr. Huppeler has been in life insurance, in production and supervisory positions, since 1932. He joined Massachusetts Mutual in 1938. He served one company at Syracuse, N. Y., as producer then district manager, later being transferred to New York City where he was engaged in personal selling and supervisory work. In 1937 he became associate agency manager at Binghamton, N. Y., for another company. He is a C.L.U. Since joining Massachusetts Mutual he has participated prominently in sales conferences and regional meetings of agents.



L. M. Huppeler

### Dr. A. Ray Dawson Is Named

Dr. A. Ray Dawson has been made associate medical director of Jefferson Standard Life.

### Minnesota Department Shifts

ST. PAUL — Commissioner Johnson has abolished the position of custodian of securities. Adolf Hoitomt, who has held that post, has been made rate supervisor. Ted Pensas, who has been rate supervisor on a temporary basis the past year, has returned to the examiners' department.

The amount of U. S. government bonds held by life companies already exceeds the total financing aid secured by the government under the first and second Liberty Loan issues of World War I.

## Provident L. & A. Names Three Officials



W. R. WEBB



M. C. NICHOLS

Provident Life & Accident has promoted W. Ray Webb and M. C. Nichols to assistant vice-presidents of the group department, and Joe Estes to claim manager for the accident claim division.

Mr. Webb went with Provident in 1924 upon completing his education at Georgia Tech. He has served in numerous home office positions, entering the group department in 1929. He has been actively building up group accounts in a wide area extending to the Pacific Coast.

Mr. Nichols was educated at Howard College and the University of Alabama. Following experience in personnel work, he joined Provident's group department in 1930 and has worked actively through-

out the southeast in supervising group accounts.

Mr. Webb and Mr. Nichols are associated with Howard R. Hill, assistant vice-president, and L. N. Webb, vice-president in charge of the group and claim departments.

Mr. Estes joined Provident after field experience with the old Southern Surety's accident department. For eight of the 10 years he has been with Provident, he traveled widely for the accident claim department.

Frank D. Harsh, serving for many years as associate claim manager for Provident, is voluntarily retiring to take up a well earned leisure.

82 YEARS OF SERVICE

## THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA NEW YORK CITY



A MUTUAL COMPANY ESTABLISHED 1860



## On Pilot Life Executive Committee



W. L. SHARP

Dr. H. F. Starr, vice-president and medical director, and W. L. Sharp, treasurer, have been elected members of the executive committee of Pilot Life.

Dr. Starr, who was also reelected as a director joined Pilot Life in 1917 as assistant medical director. He was advanced to medical director in 1918, and to vice-president and medical director in 1931. In 1939 he was elected a director.



DR. H. F. STARR

Mr. Sharp started with Pilot Life in 1904, only a year after the company was organized. He became a member of the mortgage loan department in 1909, and treasurer in 1932.

Three new directors were elected: Lee Gravely, Rocky Mount, N. C.; C. M. Norfleet, president First National Bank, Winston-Salem, N. C., and J. M. Bryan, Greensboro.

## LIFE SALES MEETINGS

### Important Role for Life Insurance in War, Linton Says

The greatest contribution which life insurance can make in the national effort is promotion of morale. M. Albert Linton, president of Provident Mutual Life, said at the eastern regional meeting of the company's general agents in New York City.

Life insurance makes it possible for thousands to do their work more efficiently and perform their necessary duties with a freer, surer mind, he said. But there are many other vitally important contributions. Many people who otherwise might be dependent are regularly receiving cash payments from life insurance.

#### Stabilizing Influence

During the first world war, the inflationary expansion of the '20s and the depression of the '30s, life insurance exerted a powerful influence in stabilizing the national economy and providing security for the individual, Mr. Linton said. It is playing an equally vital role today.

Life insurance dollars are continu-

ously being plowed back into essential American industries and efforts, he said. Of Provident Mutual's \$400,000,000 of assets, nearly 20 percent are invested in U. S. government securities; 43 percent in bonds and stocks of the country's basic industries, and 22 percent in real estate and mortgages. A large proportion of premium dollars will be loaned to the government to help meet the extraordinary expenses arising from the war.

Vice-president Edward W. Marshall discussed "Trends" at the opening session; Ernest H. Perkins, Albany, was chairman. With J. Stinson Scott, Rochester, as chairman, the program for the afternoon of the first day included F. Phelps Todd, vice-president, Paul Loder and Louis F. Paret, both of Philadelphia. Raymond E. Holway, Rutland, and Lowell W. Davis, Hartford, shared chairman duties the second day. On the program were Willard K. Wise, vice-president; Paul W. Schenck, Greensboro; C. D. Connell, New York; Alex M. Hammer, Boston, Charles S. Peck, Allentown, and George P. Shoemaker, New York.

Midwest and western general agents of the company will hold a meeting in Chicago Feb. 10-12.

### Illinois Agents of the Northwestern Hold Meeting

The Illinois state meeting of the general agencies of the Northwestern Mutual Life outside of Chicago was held at Springfield last week. There are four agencies, those of B. J. Stumm, Aurora; C. R. Garrett, Peoria; E. A. Kohl, Belleville, and E. E. Cantrall, Springfield. Mr. Cantrall gave the address of welcome at the first session. W. L. Cramer, district agent Paris, who is president of the state association, presided. J. H. Jamison, manager of field training in the home office,

spoke. In the afternoon there was a district agents meeting with H. E. Hauter of Quincy as chairman. A special and soliciting agents meeting also was held at the same time with E. L. Fritz of Peoria, chairman. The subjects taken up were the farmer market, business insurance, women, juveniles and young men.

At the dinner in the evening Mr. Cantrall was chairman and Grant L. Hill, director of agencies, was the speaker.

Mr. Cramer presided at the morning session the last day. L. J. Evans, assistant director of agencies, was the chief speaker. At the luncheon, Mr. Stumm presided and President Kramer spoke. In the afternoon Mr. Fritz was the chairman, the speakers being Roe Walker, district agent at Bloomington, and Mr. Jamison.

### Life of Virginia Cancels 1942 Convention Plans

Life of Virginia has canceled plans for agency conventions in both its ordinary and weekly premium departments. The ordinary agency convention was planned for New Orleans and the weekly premium agency convention for Hollywood Beach, Fla., both this spring. In lieu of the convention trips,

both departments will make suitable cash awards to those qualified to attend the conventions.

### Guardian Life Agency Session

A sales conference for managers and leading producers of Guardian Life was held this week at Edgewater Park, Miss.

Attending from the home office were President James A. McLain, Frank F. Weidenborner, agency vice-president; George L. Mendes, assistant agency superintendent; John C. Slattery, agency secretary; David C. Roberts, assistant medical director; Price H. Topping, assistant counsel; Burgh S. Johnson, assistant secretary, and Fred A. Bachur of the home office agency department.

Manager Walter W. Grosser, Chicago, president of the Guardian Life Leaders Club for 1940-41 was presented, and Mr. McLain reviewed the company's progress in 1941 and presented production awards to leaders at the opening session. Mr. Weidenborner presided.

One day's session was devoted to discussions of the treatment of social security in life insurance selling and pres-

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entation of new material added to the company's sales plan, the Graph-Estate, which was discussed by Mr. Mendes. Mr. Topping talked on application of settlement options to this field of selling.

#### Treatment of Social Security

Treatment of social security in selling to various types of buyers was discussed by Thomas S. Muir of Cleveland and W. J. W. Merritt of Bragg Agency, New York.

Application of the new material to salary savings cases was outlined by Mr. Weidenborner, and non-medical insurance was discussed by Mr. Roberts. New Graph-Estate material for use in selling business life insurance was presented, and Mr. Slattery discussed it.

On the business life insurance program were Manager Julius M. Eisendrath of New York, Manager James A. Tyson of Philadelphia, Manager Walter R. Wilkinson of Syracuse, and Preston B. Schwartz and Lew W. Wagenheim of the Eisendrath Agency. President McLain closed the general meeting.

Immediately following the general meeting, Guardian managers and home office officials held a business conference during which the company's program for 1942 was set forth and discussed by President McLain, and Messrs. Weidenborner, Mendes, Slattery, and Johnson.

### Annual Rally of Country Life

More than 500 agents of the companies affiliated with the Illinois Agriculture Association attended the two-day annual meeting in Peoria, Ill. The three insurance companies are Country Life, Illinois Agricultural Mutual, Farmers Mutual Reinsurance.

Insurance in force for Country Life increased 8.4 percent to \$166,350,000 according to the report of David C. Miehler, who is sales director of the Illinois Agricultural Association Insurance Service. New business was \$19,500,000. Assets increased from \$12,885,000 to \$15,349,000. Surplus was \$2,041,000, compared with \$1,773,000. Benefits paid in 1941 were \$729,716 for a cumulative total of \$5,111,108.

Incomes have increased and many persons have surplus money which they can invest in worthwhile projects, including life insurance, Mr. Miehler said in his talk on "Keeping Up With the Times." Dr. John E. Boland, medical director; John Weaver, office manager, Russ Graham, an agent, Ray Ely, actuary, and Clare Grube, agent, appeared on the program.

At the annual banquet special awards were presented for outstanding production records by agents.

### U. S. Life General Agents in Session

NEW YORK—General agents of the United States Life are attending the second annual general agents' convention of the company in the new auditorium of the home office which has recently been completed, Wednesday through Friday of this week. Announcement of a new accident and health policy and a new group life policy were highlights of the meeting, together with an increase of \$12,000,000 insurance in force for 1941, more than double the 1940 increase.

A welcome was extended by Mansfield Freeman, president, who outlined the company's plans for the year. Other home office speakers included: G. M. Selser, executive vice-president; Dr. J. A. Avreck, vice-president and medical director; J. F. R. Loutit, actuary; R. Rhodebeck, superintendent of agencies; A. E. Lucey, advertising manager; R. A. Foan, assistant to superintendent of agencies; John Ward, assistant secre-

tary, and D. J. Brady, assistant manager accident and health department. General Agents Arthur Dozois, Albany, and Richard Fairbanks, New York, gave a sales demonstration.

A Chinese dinner and theater entertainment were provided. A quiz program was an interesting feature.

### State Farm Companies

#### Annual Convention Plans Are Completed

Paul F. Jones, director of insurance for Illinois; Alfred M. Best, New York insurance publisher, and James E. Rutherford, Seattle general agent Penn Mutual Life, will be headliners at the annual convention of the State Farm Automobile Mutual, State Farm Fire and State Farm Life of Bloomington, Ill., Stevens hotel, Chicago, Feb. 23-26, 1942.

The convention marks the opening of the 20th anniversary year for the State Farm Mutual Automobile and celebrates the conclusion of its greatest year. It will be attended by more than 2,500 top agents and their wives.

Mr. Jones and Mr. Best will be heard at the banquet on Feb. 23, and Mr. Rutherford will address the general session Feb. 24.

Monday morning will be devoted to the recognition of recordmaking agents, with M. G. Fuller, vice-president of State Farm Life, as master of ceremonies.

#### Serious Business of the Meeting

The serious business will be launched Monday afternoon with talks by R. P. Mecherle, president of State Farm Mutual; A. H. Rust, executive vice-president of the automobile company, treasurer of the automobile, life and fire companies, and president State Farm Life; T. F. Campbell, vice-president of automobile company and secretary of State Farm Fire; M. G. Fuller of the life company; F. B. Coleman, claims vice-president; and J. H. Parsons, conservation director of the automobile company. G. E. Mecherle, secretary, will introduce the 1942 national advertising plans.

Two state directors, G. B. Kennard of Washington and H. E. Baumberger of Virginia, who achieved their five-year quota in less than three years, will be headliners of the Tuesday morning session. Also, on that same program will be Randall Weeks, Michigan; W. G. Lummi, Oregon; S. T. Jarrett, Colorado, and E. C. Hedlund of Minnesota, outstanding agents, and Don J. Waterson, Illinois district manager, who will speak on "Selling State Farm Fire Insurance."

The general session will be wound up Tuesday afternoon with talks by Mr.

Rutherford; A. W. Tompkins, agency vice-president of State Farm; and the highlight of the convention, the address of G. J. Mecherle, founder and chairman of the board.

Wednesday will be devoted to sessions for state and district managers with the state directors' dinner that night. The directors' conference will be held on Thursday.

### Indianapolis Life Announces Records at Sales Parley

INDIANAPOLIS—A gain of \$5,776,494 insurance in force in 1941 was reported at Indianapolis Life's meeting here for agents from Indiana, Illinois, Ohio, Michigan, Minnesota and Iowa. Total insurance in force was brought up to \$120,544,398 and assets increased \$2,366,623 to \$28,511,374. Surplus increased \$155,290 to \$1,818,726. New business in January was 36 percent ahead.

A. H. Kahler, superintendent of agencies, presided at the business session.

District production leaders announced were J. W. Schwab, Indianapolis; Nathan Kaufman, Indiana outside Indianapolis; R. E. Sheppard, Chicago; Samuel Kiefer, Gridley, Ill.; E. H. Gould, Battle Creek, Mich., and E. W. Rice, Madison, Minn.

The following home office men spoke: A. Leroy Portteus, vice-president; Walter Huehl, actuary; R. F. Veazey, underwriting manager; Newell C. Munson, associate counsel; Doyle Zaring, agency secretary; E. F. Kepner, assistant agency secretary; Irving Palmer, assistant agency manager; Finck Dorman and Ivan V. Snyder, field supervisors, and E. G. Driscoll, cashier.

President E. B. Raub presided at the annual banquet. Commissioner Viehmann of Indiana praised the company and its spirit of ready cooperation. Vice-president Kahler awarded defense savings stamps to district leaders. Prof. George E. Davis, Purdue university, presented several Riley poems.

### Oregon Mutual Conferences

George Schoeffel, superintendent of agencies, Oregon Mutual Life, held a series of regional conferences at Eugene, Ore., Longview, Wash., and Spokane.

### N. W. Mutual Men in Iowa Elect

The Iowa Agents Association of Northwestern Mutual Life at its annual meeting in Waterloo, elected Frank B. McTigue, Fort Dodge, president. James F. Lardner, Jr., Davenport, was named vice-president, and Arvid Sundquist,

Sioux City, secretary. Lowell P. Schwinger, Waterloo, was honored at the banquet as leader in sales volume and number of persons insured in 1941.

### N. W. Mutual Minnesota Rally

Minnesota agents of Northwestern Mutual Life will hold their annual con-

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ference in St. Paul Feb. 9. Attending from the home office will be President M. J. Cleary, John H. Jamison, director of field training; John J. Hughes, assistant director of agencies, and possibly J. T. Gallagher, superintendent of claims. P. W. Fahey, St. Paul general agent, is in charge of arrangements.

## ASSOCIATIONS

### Regional Rallies Plan in Chicago

A series of regional meetings or afternoon sales congresses for suburban Chicago agents will be conducted this month by the Chicago Association of Life Underwriters. February meetings have been changed by dropping the monthly luncheon meeting and the sales clinic in February. In their place will be the regional meetings in outlying districts to be held Feb. 13, 20 and 27.

The meeting Feb. 13 will be on the south side at Tuley Park, with John Caffrey, John Hancock, as chairman of arrangements. Feb. 20 meeting will be held on the west side with E. M. Berger, Prudential, in charge, and Feb. 27 a north side meeting with H. A. Franke, National Life & Accident, in charge.

James Shevlin, Fuller agency, Prudential, will be in charge of the two February meetings to be held by the Life Agency Cashiers division for candidates for the Life Office Management Association examinations. The meetings are scheduled for Feb. 13 and 26 in the association office.

### Experts on Education Program of Hartford Group

The first of two educational meetings conducted by the Hartford Life Underwriters Association will be held Feb. 7. B. N. Woodson, assistant manager Sales Research Bureau is chairman. Frank Alberts, Aetna Life, first vice-president of the association, is in charge of the meetings which will be of the "Information Please" type.

Robert W. Redpath, Northwestern Mutual Life, New York, will interpret various legal and underwriting questions as they affect the agent under present day conditions at the meeting Saturday. Arthur Potwin of the legal department of Connecticut Mutual Life will handle the questions on the program which deal with taxation, beneficiary clauses and war clauses. Dr. Albert J. Robinson, medical director of Connecticut General Life will answer various underwriting questions and discuss present day underwriting trends.

The second meeting will be held Feb. 21.

### Witherspoon on Tour of State and Local Units

John A. Witherspoon, general agent John Hancock Mutual, Nashville, and president of the National Association of Life Underwriters, will visit nine local and state association meetings during February. After a swing through the south and middle west, Mr. Witherspoon will start on the first leg of a far western trip that will take him down the Pacific coast in March.

His February schedule is: 7, Winston-Salem, N. C.; 11, Jackson, Miss.; 13, Springfield, Ill.; 19, Indianapolis; 20, Sioux City, Ia.; 23, St. Paul; 25, Helena, Mont.; 27, Spokane; and 28, Portland, Ore.

Nebraska—Floyd H. Eldredge, newly-elected president, reports the association has a membership of over 350 and 11 active local associations.

Boston—Ladies night, including a dinner and unusual entertainment, will be held Feb. 17. John O. Bogardus will present "What Your Husband Sells" and

Mrs. Montague P. Ford will present "A Wife Speaks." There will also be a color-sound film of L. C. Thaw's 22,000-mile trip from Paris to Bombay.

Hamilton, Ont.—W. J. Stoneham, Northern Life, has been elected president. Secretary-treasurer is L. R. Brown, Canada Life.

Niagara Falls, Ont.—P. L. Haine has been elected president. Secretary is K. P. Greenaway, Confederation Life.

Lincoln, Neb.—G. A. Harper, assistant superintendent of agencies of Bankers Life of Iowa, spoke on "The Life Underwriter Today and Tomorrow." He predicted that more persons will invest in the protection afforded by life insurance than ever before. O. R. Frey was named chairman of a committee to sell defense bonds.

Northern New Jersey—John D. Howell of Howell, Stone & Fulton, New York City, will speak at a luncheon meeting in Newark Feb. 19 on "Handling Objections."

Buffalo—A. Gordon Nairn of Toronto, field supervisor of the Life Underwriters Association of Canada, spoke on the position of insurance in the war effort.

Jack Castle, who succeeded A. R. Maynard as president, presided for the first time. An appeal was made for more blood donors.

Columbus, O.—Samuel S. Herwitz, Mutual Life, Cincinnati, spoke on "Programming and Estate Analysis."

Springfield, Mass.—Lawrence E. Simon, general agent for Massachusetts Mutual Life, New York City, spoke on "Selling Ideas" at the February meeting.

Austin, Tex.—F. G. Bray of Houston, president Texas state association, emphasized the important patriotic service that is being rendered by life insurance salesmen.

LaSalle County, Ill.—Jean P. Harrison, Bloomington, general agent of Mutual Trust Life, spoke on "Purchasing Protection for Particular Purposes."

Dayton, O.—The meeting was devoted to a question and answer program. It was announced that the association led all other life underwriters associations of the state in proportion of the salary deduction defense savings installations to number of companies submitted for solicitation.

Wichita, Kan.—A. R. Jaqua, associate editor of the Diamond Life Bulletins, spoke Saturday. Airplane industries in and around Wichita have increased the population about 50 percent and all life agencies are benefiting. It is believed that much of this industry will carry on even after the war.

S. S. Glover, National Life & Accident, president of the association, said that besides greatly increasing the number of debits in his agency his 25 men also produced considerably in excess of \$1,000,000 ordinary in 1941.

San Francisco—At its Feb. 5 meeting the women's division will discuss methods of meeting the tendency of many people to let the government provide for old age. Mrs. E. M. Harbinson, California-Western States Life; Mrs. Rosario

von Warton and Mrs. Nell Taylor, Equitable Society; Miss Mathilde Kahn, Travelers; and Miss Madge Keliher, Mutual Life of New York, will speak.

Pittsburgh—Karl H. Kreder, manager Metropolitan, Charleroi district, talked on "Let's Be Human" at a meeting in Aliquippa, Feb. 5. Walter G. Yorke, president Beaver Valley branch, Pittsburgh association, presided. Robert R. Dodson, branch manager, General American Life, Pittsburgh, will address a meeting in Washington Feb. 11 on "Prospecting and Selling Minimum Programs." Roger K. Patton, president Washington branch, will be in the chair. "Seven Keys Are Necessary" is the topic of J. Douglas Anderson, district man-

ager National Life & Accident, Pittsburgh, at a luncheon meeting in Butler, Pa., Feb. 13. J. C. Jamison, president Butler branch, will be chairman. "Changing Markets" was discussed Feb. 5 by William L. McLain, agency supervisor Guardian Life, Pittsburgh, at a meeting in New Castle. Lee J. Greer, president New Castle branch, presided.

Cincinnati—The opening meeting of the association's production clinic, at which Hampton H. Irwin will discuss "Ideas That Make Real Sales," will be held Feb. 7.

Order four copies of Albert Hirst's "When a Man Dies" for \$1 from National Underwriter.



### 35th Annual Statement PEOPLES LIFE INSURANCE COMPANY Frankfort, Indiana For Year Ending December 31, 1941

ASSETS	
First Mortgage Loans on Real Estate	\$ 5,102,238.06
Real Estate Including Home Office Building	264,547.64
Real Estate Sold Under Contract	340,797.09
Loans on Company Policies	1,878,192.24
Bonds — Government, Municipal, Public Utility & Railroad	2,352,402.40
Stocks—Common and Preferred	263,372.50
Cash in Banks	1,012,222.27
Interest Due and Accrued	89,098.47
Net Outstanding Premiums	250,876.92
All Other Assets	5,373.10
<b>Total Admitted Assets</b>	<b>\$11,559,120.69</b>
LIABILITIES	
Reserve on Policies	\$ 9,837,333.62
Reserve for Losses, No Proofs Received	42,031.00
Premiums and Interest, Paid in Advance	80,290.70
Reserve for Taxes	46,757.28
Reserve for Trust Funds	249,500.16
Reserve for Coupons and Dividends	215,275.57
Contingency Reserve for Losses & Depreciation	346,932.44
All Other Liabilities	40,996.92
<b>Total Liabilities</b>	<b>\$10,859,120.69</b>
Capital Stock	300,000.00
Surplus Unassigned	400,000.00
<b>Total</b>	<b>\$11,559,120.69</b>
<b>Total Admitted Assets</b>	<b>\$11,559,120.69</b>
Insurance in Force	56,947,965.00
New Business Written During the Year	8,888,353.00
Paid to Policyholders and Beneficiaries Since Organization	13,093,232.00

## PEOPLES LIFE INSURANCE CO.

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# Last Minute Policy and Dividend Information

The National Underwriter is the only weekly insurance newspaper providing its readers with important last minute policy and dividend changes. Compiled by John H. Rader, National Underwriter statistician.

these weekly reports supplement the data contained in the Little Gem, published in March at \$2.50 a copy, and the Unique Manual-Digest, published in May at \$5 a copy.

## Annual Premium Annuity Changes

Ohio State Life has made some conservative changes in its annual premium retirement annuities. Cash values have been slightly reduced. Guaranteed returns have been reduced but the dividend values have been increased. Ohio State Life is discontinuing the sale of single premium retirement annuities.

Herewith are shown the new cash values for the annual premium retirement annuity and the illustrative dividends, per \$100 annual premium unit:

Contract Year	Cash Surrender Value	Contract Year	Cash Surrender Value
1	62	31	4,190
2	154	32	4,388
3	249	33	4,591
4	347	34	4,799
5	447	35	5,012
6	549	36	5,231
7	654	37	5,455
8	762	38	5,684
9	872	39	5,920
10	985	40	6,161
11	1,102	41	6,408
12	1,224	42	6,662
13	1,348	43	6,922
14	1,474	44	7,188
15	1,605	45	7,461
16	1,738	46	7,741
17	1,875	47	8,027
18	2,015	48	8,321
19	2,159	49	8,623
20	2,306	50	8,932
21	2,457	51	9,248
22	2,611	52	9,573
23	2,769	53	9,905
24	2,932	54	10,246
25	3,099	55	10,595
26	3,270	56	10,954
27	3,445	57	11,321
28	3,624	58	11,697
29	3,808	59	12,083
30	3,997	60	12,478

End of Year	Dividends	Accumulated Dividends on Deposit
1	\$ 0.60	\$ 0.60
2	1.51	2.11
3	2.43	4.54
4	3.38	7.92
5	4.36	12.28
6	5.36	17.64
7	6.38	24.02
8	7.43	31.45
9	8.51	39.96
10	9.61	49.57
11	10.76	60.33
12	11.94	72.27
13	13.15	85.42
14	14.39	99.81
15	15.65	115.46
16	16.96	132.42
17	18.29	150.71
18	19.66	170.37
19	21.06	191.43
20	22.50	213.93
21	23.97	237.90
22	25.48	263.38
23	27.02	290.40
24	28.61	318.99
25	30.23	349.22
26	31.90	381.12
27	33.61	414.73
28	35.36	450.09
29	37.15	487.24
30	38.99	526.23

Below are shown the values, per \$100 annual premium, first for the life annuity at three ages, male, and then for a refund annuity:

Age Nearest Birthday at Issue	Life Annuity Values, Males	Refund Values, Males
Mo. Income Beginning at Age 55	Mo. Income Beginning at Age 55	Mo. Income Beginning at Age 55
15	33.89	46.71
16	32.56	45.00
17	31.26	43.33
18	30.00	41.70
19	28.77	40.11
20	27.57	38.57
21	26.39	37.06
22	25.25	35.58
23	24.13	34.15
24	23.05	32.75
25	21.98	31.38
26	20.94	30.04
27	19.93	28.74
28	18.95	27.47
29	17.99	26.23
30	17.04	25.02
31	16.13	23.84
32	15.24	22.69
33	14.38	21.57
34	13.51	20.47

35	12.68	19.40	29.06	11.35	16.86	24.30
36	11.87	18.35	27.88	10.62	15.95	23.15
37	11.08	17.34	26.85	9.91	15.07	22.03
38	10.31	16.34	25.85	9.23	14.20	20.95
39	9.56	15.38	24.77	8.55	13.37	19.88
40	8.83	14.44	23.53	7.90	12.54	18.84
41	8.11	13.52	22.12	7.25	11.74	17.83
42	7.41	12.61	20.14	6.63	10.96	16.84
43	6.73	11.74	18.98	6.02	10.20	15.87
44	6.07	10.88	17.86	5.43	9.45	14.94
45	5.42	10.05	16.76	4.85	8.73	14.02
46	4.80	9.23	15.70	4.29	8.02	13.13
47	4.19	8.44	14.65	3.75	7.33	12.25
48	3.60	7.66	13.63	3.22	6.66	11.40
49	3.02	6.91	12.63	2.70	6.00	10.57
50	2.46	6.17	11.67	2.20	5.36	9.76
51		5.46	10.72		4.74	8.96
52		4.77	9.80		4.15	8.20
53		4.09	8.90		3.56	7.44
54		3.44	8.02		2.99	6.71
55		2.80	7.16		2.43	5.99
56			6.34			5.30
57			5.54			4.63
58			4.75			3.98
59			3.99			3.34
60			3.25			2.72

## Metropolitan Industrial Forms

Only two weekly premium policy plans survived the recent Metropolitan industrial department revision. These are whole life paid-up at 75 and 20

year payment life. To these the company has added double protection to age 65 and paid-up at age 65.

In the monthly premium industrial branch the same two policies have been added and also an endowment at 65 and a 20 payment life based on \$250 cash value at the end of 20 years for all ages at issue.

Juveniles may be written on the regular 20 payment life, and, outside New York, on the 20 year endowment.

Sub-standard risks are written on endowment age 80 and 30 payment life in both weekly and monthly premium branches.

## Prudential Makes Industrial Change

When placing all new insurance on a more conservative basis, the Prudential dropped the modified plan in the weekly premium industrial department. This

plan, adopted March 1, 1937, provided for a 20 percent increase in premium at the end of a five-year period with privilege to apply the dividend to offset this increase. On Jan. 1, 1942, the company deemed it wise to return to the level premium basis. No change in the types of coverage offered was made.

In the monthly debit ordinary department 25 payment life, 25 year endowment and 30 year endowment plans have been added.

Prudential has increased the rate of first year commission to special agents and brokers on some contracts. On modified life 5, on which the scale was 40 percent, it is now 45. The commission on modified 20 year term, which formerly was 35 percent, now is 45. All 10 and 15 year term policies, on which commission was 30 percent, now carry 40 percent rate.

## International Travelers Increase

International Travelers has increased premium rates on all policies. It is continued on last page.

## New Rate Scale for Two Companies Shown in Tabulations

Provident Life & Accident has adopted the American experience 3 percent reserve table in the calculation of its premium rates and non-forfeiture values. However, the term rates remain unchanged. Endowment for 10 and 15 year periods, both annual and single premium, have been discontinued. The whole life paid-up at age 65 is a new contract that has been added. Below is reproduced a page from the 1942 Little Gem Life Chart which displays these new premiums for 12 more popular forms per \$1,000, and also the rates with disability and double indemnity benefits.

Provident Life and Accident												Amer. Exp. 3%
PREMIUM RATES PER \$1,000 (Non-Participating)												Term
* Ord. Life	* Se- lect Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	* En- dow- ment Pay. Life	
Age	Age	Age	Age	Age	Age	Age	Age	Age	Age	Age	Age	
13.05	22.03	13.75	23.22	44.56	15.70	15	22.42	18.43	5.36	7.94	8.03	
14.42	24.12	15.24	24.97	44.69	17.82	20	26.56	21.24	5.48	17.45	10.83	
14.76	24.55	15.58	25.37	44.70	18.31	21	27.52	21.90	5.51	17.81	10.99	
15.13	25.00	15.94	25.80	44.71	18.85	22	28.54	22.59	5.54	18.18	11.16	
15.52	25.44	16.31	26.25	44.73	19.43	23	29.62	23.32	5.57	18.58	11.34	
15.92	25.85	16.70	26.73	44.75	20.05	24	30.77	24.09	5.61	19.00	11.52	
16.35	26.27	17.12	27.24	44.79	20.71	25	32.00	24.91	5.66	19.44	11.74	
16.80	26.74	17.57	27.77	44.84	21.41	26	33.31	25.78	5.71	19.91	11.98	
17.29	27.28	18.04	28.33	44.92	22.16	27	34.72	26.70	5.77	20.40	12.24	
17.79	27.85	18.56	28.91	45.00	22.90	28	36.24	27.67	5.83	20.93	12.52	
18.33	28.43	19.11	29.52	45.10	23.75	29	37.88	28.72	5.90	21.49	12.61	
18.89	29.04	19.70	30.16	45.20	24.65	30	39.65	29.84	6.07	22.09	12.86	
19.45	29.63	20.34	30.82	45.30	25.58	31	41.55	31.04	6.30	22.72	13.13	
20.04	30.26	21.03	31.52	45.42	26.58	32	43.61	32.33	6.56	23.40	13.42	
20.67	30.91	21.75	32.24	45.56	27.66	33	45.84	33.71	6.87	24.11	13.72	
21.34	31.59	22.51	33.00	45.72	28.81	34	48.24	35.20	7.26	24.86	14.04	
22.03	32.28	23.32	33.79	45.89	30.04	35	50.84	36.80	7.72	25.66	14.38	
22.86	33.10	24.18	34.61	46.16	31.33	36	53.69	38.53	8.24	26.54	14.77	
23.72	33.94	25.08	35.48	46.45	32.63	37	56.79	40.41	8.84	27.45	15.21	
24.62	34.80	26.03	36.36	46.76	34.02	38	60.16	42.42	9.50	28.46	15.69	
25.56	35.69	27.03	37.32	47.10	35.39	39	63.88	44.60	10.22	29.53	16.23	
26.56	36.63	28.09	38.30	47.48	36.80	40	67.98	46.97	10.99	30.68	16.83	
27.60	37.58	29.20	39.34	47.88	38.24	41	72.44	49.55	11.83	31.93	17.49	
28.68	38.56	30.38	40.42	48.31	39.71	42	77.33	52.35	12.78	33.29	18.21	
29.84	39.59	31.62	41.53	48.79	41.22	43	82.65	55.42	13.78	34.76	18.99	
31.05	40.67	32.94	42.68	49.32	42.73	44	88.39	58.79	14.88	36.35	19.85	
32.34	41.81	34.31	43.86	49.91	44.32	45	94.59	62.51	16.07	38.08	20.78	
33.67	42.95	35.75	45.08	50.52	45.95	46	101.26	66.51	17.36	39.95	21.74	
35.06	44.14	37.25	46.34	51.19	55.66	47	108.45	70.86	18.76	41.97	22.80	
36.52	45.38	38.83	47.64	51.92	59.22	48	116.18	75.57	20.28	44.17	24.12	
38.08	46.69	40.48	49.00	52.73	63.47	49	124.45	80.65	21.92	46.55	25.45	
39.72	48.06	42.20	50.41	53.61	68.29	50	133.28	86.14	23.72	49.14	26.92	
41.46	49.51	44.04	51.87	54.57	73.43	51	142.68	92.05	25.65	51.95	28.55	
43.29	51.04	45.97	53.40	55.63	79.73	52	152.68	98.39	27.72	55.00	29.91	
45.24	52.65	48.02	54.99	56.78	86.07	53	163.32	105.18	29.93	58.30	31.43	
47.30	54.35	50.18	56.67	58.03	94.54	54	174.65	112.43	32.38	61.89	33.06	
49.49	56.16	52.48	58.46	59.40	104.77	55	186.71	120.16	35.07	65.77	34.83	
51.80	58.08	54.92	60.38	60.90	116.87	56	199.54	128.39	37.99	69.97	36.75	
54.25	60.12	57.52	62.45	62.53	130.45	57	213.19	137.14	41.15	74.50	38.83	
56.86	62.29	60.30	64.67	64.32	145.78	58	227.71	146.43	44.58	79.33	41.03	
59.62	64.61	63.25	67.06	66.26	162.91	59	243.15	156.28	48.29	84.45	43.36	
62.55	67.09	66.41	69.63	68.39	181.95	60	259.58	166.71	52.38	90.00	45.83	
65.68	69.76	69.81	72.35	70.70	203.00	61	277.06	177.75	56.85	96.10	48.41	
68.98	72.59	73.41	75.19	73.20	226.30	62	295.66	189.41	61.70	102.80	51.10	
72.45	75.58	77.21	78.22	75.90	252.00	63	315.45	201.71	66.94	110.10	53.96	
76.08	78.72	81.14	81.39	78.79	280.40	64	336.51	214.76	72.58	118.00	56.99	
79.87	82.01	85.28	84.76	81.87	311.70	65	358.93	228.57	78.63	126.40	59.99	
83.82	85.45	89.63	88.33	85.14	346.10	66	382.80	243.14	85.10	135.30	62.99	
87.93	89.04	94.18	92.09	88.61	383.80	67	408.15	258.49	92.00	144.70	65.99	
92.14	92.75	99.33	96.18	92.48	424.40	68	435.00	274.64	99.20	154.60	68.99	
96.45	96.56	106.60	103.43	96.31	468.60	69	463.45	291.60	106.70	165.00	71.99	
100.86	100.26	114.20	111.26	100.06	516.40	70	493.60	309.36	114.50	175.80	74.99	
105.47	104.15	122.40	119.56	104.46	568.80	71	525.45	327.92	122.90	187.10	77.99	
110.28	108.24	131.20	128.16	109.06	626.00	72	559.00	347.28	131.90	198.80	80.99	
115.29	112.53	140.60	137.06	113.86	688.00	73	594.35	367.54	141.50	210.90	83.99	
120.50	117.02	150.60	146.26	118.86	754.80	74	631.60	388.70	151.70	223.40	86.99	
125.91	121.71	161.20	155.66	124.06	826.40	75	670.85	410.76	162.50	236.30	89.99	
131.52	126.60	172.40	165.36	129.46	902.80	76	712.20	433.72	173.90	249.60	92.99	
137.33	131.69	184.20	175.36	135.06	984.00	77	755.65	457.58	185.90	263.30	95.99	
143.34	136.98	196.60	185.56	140.86	1070.00	78	801.20	482.34	198.50	277.40	98.99	
149.55	142.47	209.60	196.06	146.86	1160.80	79	848.85	508.00	211.70	291.90	101.99	
155.96	148.16	223.20	206.86	153.06	1256.40	80	908.60	534.56	225.50	306.80	104.99	
162.57	154.05	237.40	217.96	159.46	1356.80	81	970.45	562.02	239.70	322.10	107.99	
169.38	160.14	252.20	229.36	166.06	1462.00	82	1034.40	590.38	254.50	337.80	110.99	
176.39	166.43	267.60	241.06	172.86	1572.00	83	1100.55	619.64	269.90	353.90	113.99	
183.60	172.92	283.60	253.06	179.86	1686.80	84	1168.90	649.80	285.90	370.40	116.99	
191.01	179.61	300.20	265.36	187.06	1806.40	85	1239.45	680.86	302.50	387.30	119.99	
198.62	186.50	317.40	277.96	194.46	1930.80	86	1312.20	712.82	319.70	404.60	122.99	
206.43	193.69	335.20	290.86	201.86	2060.00	87	1387.15	745.68	337.10	422.30	125.99	
214.44	201.18	353.60	304.06	209.46	2194.00	88	1464.30	779.44	354.70	440.40	128.99	
222.65	208.97	372.60	317.46	217.26	2332.80	89	1543.65	814.10	372.30	458.90	131.99	
231.06	217.06	392.20	331.06	225.26	2476.40	90	1625.20	849.66	390.10	477.80	134.99	
239.67	225.45	412.40	344.86	233.46	2624.80	91	1708.95	886.12	407.10	497.10	137.99	
248.38	234.14	433.20	358.86	241.86	2778.00	92	1794.80	923.48	424.70	516.80	140.99	
257.29	243.13	454.60	373.06	250.46	2936.00	93	1882.85	961.74	442.90	536.90	143.99	
266.40	252.42	476.60	387.46	259.26	3098.80	94	1973.00	1000.90	461.70	557.40	146.99	
275.71	261.91	499.20	402.06	268.26	3266.40	95	2065.25	1040.96	481.10	578.30	149.99	
285.22	271.60	522.40	416.86	277.46	3438.80	96	2159.60	1081.92	501.10	599.60	152.99	
294.93	281.59	546.20	431.86	286.86	3616.00	97	2256.05	1123.78	521.70	621.30	155.99	
304.84	291.88	570.60	447.06	296.46	3798.00	98	2354.60	1166.54	542.90	643.40	158.99	
314.95	302.37	595.60	462.46	306.26	3984.80	99	2455.25	1210.20	564.70	665.90	161.99	
325.26	313.06	621.20	478.06	316.26	4176.40	100	2558.00	1254.76	587.10	688.80	164.99	
335.77	323.95	647.40	493.86	326.46	4372.80	101	2662.85	1300.22	609.10	712.10	167.99	
346.48	335.04	674.20	509.86	336.86	4574.00	102	2769.80	1346.58	631.70	735.80	170.99	
357.39	346.33	701.60	526.06	347.46	4779.80	103	2878.85	1393.84	654.90	760.00	173.99	
368.50	357.82	729.60	542.46	358.26	4989.20	104	2989.00	1441.90	678.70	784.70	176.99	
379.81	369.51	758.20	559.06	369.26	5193.20	105	3090.25	1490.76	703.10	809.90	179.99	
391.32	381.40	787.40	575.86	380.46	5401.80	106	3193.60	1540.42	728.10	835.60	182.99	
403.03	393.59	817.20	592.86	391.86	5615.00	107	3299.05	1590.88	753.70	861.80	185.99	
414.94	406.08	847.60	609.96	403.46	5832.80	108	3405.60	1642.14	778.90	888.50	188.99	
427.05	418.87	878.60	627.26	415.26	6055.20	109	3513.25	1694.20	804.70	915.70	191.99	
439.36	431.96	909.20	644.66	427.26	6282.20	110	3622.00	1747.06	831.10	943.40	194.99	
451.87	445.35	940.40	662.26	439.46	6513.80	111	3731.85	1800.72	858.10	971.60	197.99	
464.58	459.04	972.20	680.06	451.86	6749.00	112	3842.80</					



## Announce Bases for Taxing Annuities in Michigan Under Intangibles' Levy

LANSING, MICH.—Life companies authorized to write annuity contracts in Michigan are being notified by the state revenue department of its interpretation of the state intangible tax as it applies to annuities. It is stated that the interpretation was agreed upon after conferences with the insurance department.

The companies are asked to so inform their Michigan policyholders that the Dec. 31, 1940, "reserve" for the life of an annuity contract, as carried on the books of a company, shall be considered the "cash reserve value" specified in the intangible tax act as a basis for computing the levy due the state. The valuation used for annuity contracts upon which payments started after Dec. 31, 1940, will be as of the date payments began and this valuation, once established will form the basis for computation of the tax in this and following years.

The ruling says:

"The phrase 'cash reserve value' may be misleading, inasmuch as such contracts do not carry a cash value and the company's only obligation under these contracts is to make the periodical payments as provided in the contract, to continue either during the life of the annuitant or for a guaranteed period. However, the reserve as indicated above is taken to be the value of the annuity and this value corresponds to the value indicated by the phrase 'cash reserve value.'"

## Nadler Cites Agents as Patriots

Inflation won't happen here, and one of the main barriers in its path is the life insurance agent, Dr. Marcus Nadler, noted economist, told a group of home office executives and agents of Northwestern National Life at an informal discussion meeting at the White-Odell agency's Minneapolis office. Dr. Nadler, professor of finance at New York University, made the talk during a visit to Minneapolis in his capacity as economic adviser to the Central Hanover Bank & Trust Co.

The speaker emphasized that the agent is doing a patriotic job because he is taking purchasing power from the people and directing it into channels that are helping to win the war.

Dr. Nadler addressed the 1941 conventions of the National Association of Life Underwriters and the American Life Convention.

## Brown Wins President's Cup

LOS ANGELES—Robert A. Brown, Paschall-Gist agency, Pacific Mutual Life, Los Angeles, who won the President's Cup for production during 1941, was honored at a meeting here. Mr. Brown has been one of the leading producers of Pacific Mutual for many years. He is a life member and former chairman of the Million Dollar Round Table.

## Plan Northern California Congress

SAN FRANCISCO — Mrs. Stella Gibbs, California-Western States Life, will discuss the expanding women's market as a result of war time conditions at the Northern California Sales Congress here March 2. The Quarter Million Dollar Round table will stage a discussion on "Today's Dominant Market" with H. E. Anderson, New York Life, chairman, assisted by Fred B. Wiley, Occidental Life of California, and Leonard White, Northwestern Mutual. John A. Witherspoon, John Hancock Mutual Life, Nashville, president National Association of Life Underwriters, will close the gathering.

## Big Gain for Life of Va.

Life of Virginia showed a gain of \$54,615,454 insurance in force in 1941, the largest yearly increase in history. This brought the total of business in force to \$619,766,958.

## Makes Unusual Record in Rural Area

An interesting record has been established by Melvin F. Emerson, who operates an agency for National Guardian Life at Spring Valley, Wis. Spring Valley is a village of less than 1,000, and yet the Emerson agency paid for \$1,250,000 of business in 1941.

The agency covers a large area, but for the most part is rural in character. Mr. Emerson was born in Spring Valley. He pitched for the village baseball team, and played in the band. While serving as assistant postmaster in 1912, he took a part time agency with National Guardian. In 1916 he went on a full time basis, and in four years had the agency paying for \$300,000 a year. In 1924 the total hit \$1,000,000. During the 1930's his agency exceeded \$750,000 every year except one.

## Honor Brock's Third Anniversary

Members of the San Francisco agency of Union Central Life, called in for a one-day sales congress, surprised Manager W. H. Brock, Jr., by presenting him applications for more than \$100,000 attached to a large drawing of Mr. Brock, written in a special drive in honor of Mr. Brock's third anniversary with the company.

With Mr. Brock presiding, the group held an open forum on field problems and plans for 1942. Grover C. Bagby, Fresno, led a discussion in business insurance and James K. Bell, San Francisco, discussed the tax situation.

## Plan Ala. Leaders Round Table

BIRMINGHAM, ALA. — The Alabama Association of Life Underwriters at a meeting here decided to inaugurate a Leaders Round Table at the state convention in Birmingham in July. An annual production of \$200,000 per year is expected to be required. Details are being handled by a committee headed by James D. Parker, Mutual Benefit Life, Birmingham.

The trustees decided to hold the July convention in Birmingham instead of Mobile, as being more centrally located, and to make it a two-day event. It was announced that two new local associations have been organized at Gadsden and Anniston and three more are planned, bringing the total to 10 by the time of the state convention.

## RECORDS

**Home Life, New York**—January paid business established a new record for any month in company history, and was larger than the combined January and February totals for any years since 1930. Volume was 109.2 percent larger than January a year ago and 15 percent ahead of the second highest month in history, March, 1929. Written business was second only to December, 1941, a record month.

**State Mutual Life**—For 23 out of 24 consecutive months gains in paid business have been recorded. January set the highest record in the series with paid for 114.93 percent more than in January, 1941. Much of the paid business was that written during December, when the largest volume ever submitted to the underwriting department was recorded. The larger part of that volume has now been released. By paying for more than twice the business accounted for in January, 1941, paid volume is almost equal to the record for two months of 1941.

## Uphold Tax Where Policies Are Irrevocably Transferred in Decision in N. C.

WINSTON-SALEM, N. C.—The superior court here has upheld the right of the state to tax proceeds of life policies which when they were taken out were irrevocably transferred to the beneficiary and the insured waived all rights to cash surrender value, to borrow on the policy, and all other rights therein.

The state has been collecting inheritance taxes on proceeds of life policies for several years, but in the case here the Wachovia Bank & Trust Company, executor and trustee for Mrs. Annie Meador Harris, whose husband, Carl W. Harris, had insurance of \$201,000, questioned the right of the state to tax proceeds under these conditions.

A demurrer filed by A. J. Maxwell, North Carolina commissioner of revenue, was upheld. The bank has appealed to the North Carolina supreme court.

## Beatrice Jones to Speak

Miss Beatrice Jones of New York City, assistant manager of the H. H. Wilson & Co. agency of the Equitable Society in New York City, who will address the Distaff Society in Chicago, Monday evening, at a banquet at the Union League Club, has taken as her subject, "Women's Defense of Democracy." Miss Jones is a sister of Mrs. Garland Kahle of the R. R. Reno agency of the Equitable Society in Chicago. Mrs. Kahle like her sister is an outstanding success in life insurance.

Mrs. Hugo Dalmar, head of the H. Dalmar & Co. agency in Chicago, will preside, she being president of the organization.

## Install Milwaukee Officers

L. W. Spickard, Bankers Life, has been installed as president of the Life Managers' & General Agents Association of Milwaukee.

Walter E. Rigg, Mutual Life, is first vice-president; Alfred Korb, Central Life of Iowa, second vice-president; Maurice C. Chier, Continental Assurance, secretary, and B. W. Reagles, Acacia Mutual, treasurer.

## Six Leading Agencies Shown

The six leading general agencies of Northwestern Mutual Life in volume of new business produced in 1941 are Charles R. Eckert, Detroit; Hobart & Oates, Chicago; C. L. McMillen, New York; B. J. Stumm, Aurora, Ill.; Victor M. Stamm, Milwaukee, and Marue A. Carroll, Oshkosh, Wis.

## "Field" Issues C. L. U. Handbook

The Insurance Field has issued its annual handbook containing questions and answers to the 1941 C.L.U. examinations. The book also gives the C.L.U. standards, examination procedure, and when and where 1942 examinations will be held.

## Bert Hedges Agency Wins Cup

The Kansas agency of the B. M. A. under Manager Bert A. Hedges has been awarded the company's cup for the highest percent of net increase in life insurance in force for 1941. The agency, which also covers northern Oklahoma and southern Nebraska, gained 34 percent in new life business and 20 percent in all lines.

## Great Northern's 1942 Awards

Great Northern Life, Chicago, will award defense bonds and stamps for extra production of life and commercial accident and health business, by agents beginning Feb. 1. These will replace merchandise awards made by the company last year.

The Farm Bureau companies of Columbus, O., have entered Connecticut, the fire, automobile and life companies all having been granted licenses.

## Five "Millionaires" in Group of 38 Producers

President S. H. Emerson of United Services Life of Washington reports



S. H. Emerson

that of the company's 38 producers, five paid for more than \$1,000,000 each last year, they being M. M. Menefee of Washington; Howard H. Marks of Texas; F. F. Talley, Georgia; T. C. Gilpin of Honolulu and Allan Rutledge, Jr. of Washington. In addition, 14 producers paid for between \$500,000 and \$1,000,000 each; seven paid for between \$250,000 and \$500,000. The average production for the entire field organization was \$528,855 including two who died, three who were called to the armed services and several new men.

United Services Life started from scratch in January, 1939, and its premium income was built to more than \$800,000 in less than three years. Insurance in force was increased by \$15,803,000 during 1941. United Services insures officers of the armed services, federal civil service employees and members of their families. It operates only on territory under federal jurisdiction. It does not write term nor group business. Assisting Mr. Emerson in directing the field organization are Carl Thompson, agency field supervisor, and J. S. Newbrough, agency secretary.

## Course at Brown University

Margaret I. McCaughey, John Hancock Mutual Life agent in the Maurice H. Stearns agency in Providence, is conducting a C. L. U. course in insurance fundamentals at Brown University. The course is sponsored by the Providence C. L. U. chapter.

## Minn. Safety Council Elects

ST. PAUL—At the annual meeting of the Minnesota Safety Council, E. Ray Cory, Austin life agent, was elected vice-president, and Julius A. Schmah, Modern Life, was elected treasurer. Ward Senn, Minneapolis local agent, was elected on the executive committee.

Reduced highway speed, stiffening of drivers' license regulations and rigid enforcement of all traffic laws were endorsed. Issuance of biennial licenses to drivers was proposal suggested.

## Shows Value of Buying Insurance at Early Ages

A striking illustration of the value of insuring early in life is presented in "Protection," the publication of Travelers. At age 20, a dollar will buy \$68 worth of protection while at age 45, when the person needs it most, it will buy only \$31 worth, or just about half. Travelers presents the differences in amount purchasable with \$1 at various ages and 5 years later.

Below is presented the amount of ordinary life insurance to the nearest dollar purchasable with \$1 a year at today's age and 5 years hence:

Age now	Am't now	Am't in 5 yrs.	Age now	Am't now	Am't in 5 yrs.
20	\$68	\$60	35	\$45	\$37
21	67	59	36	44	36
22	65	57	37	42	35
23	64	56	38	40	33
24	62	54	39	39	32
25	60	52	40	37	31
26	59	51	41	36	30
27	57	49	42	35	29
28	56	48	43	33	27
29	54	46	44	32	26
30	52	45	45	31	25
31	51	43	46	30	24
32	49	42	47	29	23
33	48	40	48	27	22
34	46	39	49	26	21
			50	25	20

## ACCIDENT AND HEALTH

### A. & H. Committee Donates Ambulance to Red Cross

Responding to America's call for all-out war effort, the 1942 Accident & Health Insurance Week committee has voted to convert a portion of its promotional fund for the week into equipment to be presented to the American Red Cross.

A combination ambulance, blood donor truck and mobile field kitchen fully equipped for ambulance service, with four-stretcher compartment, as well as a medical unit and mobile canteen is being purchased by the committee and is to be presented to the national offices of the Red Cross as soon as it is ready for delivery.

#### Nurse Contest Dropped

The committee voted to forego the nationwide search for the typical American nurse originally planned before the outbreak of the war as one of the features of Accident & Health Week and instead to place the funds at the disposal of the Red Cross. Offices of the Red Cross were asked what equipment was most vitally needed and they suggested the three-way ambulance unit. The truck is to be equipped for emergency calls as well as mobile blood donation service and at a moment's notice can be converted into disaster and air raid work. Its field kitchen can be set up for feeding large numbers of air raid or disaster victims.

The Accident & Health Week committee's original plans called for an award of a defense bond to be presented to the typical American nurse but committee members decided that presentation of the ambulance unit was a matter of practical patriotism and decided to donate the prize money for the ambulance instead. Other plans for the week are unaffected by the discontinuance of the contest.

Samples of promotional material to be distributed through THE NATIONAL UNDERWRITER's sales organization are being sent out to companies.

### Accident-Health '41 Premiums Up 12%

Another increase in premium volume was recorded by accident and health companies in 1941. Over \$33,000,000 more accident and health premiums were written last year than in 1940, making the 1941 total in excess of \$308,000,000.

This increase of over 12 percent in premium volume last year was estimated by Harold R. Gordon, executive secretary Health & Accident Underwriters conference, based upon reports furnished him by company members of his organization representing over 65 percent of the business written by his membership.

This establishes a new all-time high mark for accident and health business.

Added to this remarkable achievement, loss ratios in 1941 were reported slightly less than those for the previous year.

#### Le Clair Twin City President

ST. PAUL—E. J. LeClair, of the North American Life & Casualty, is the 1942 president of the Twin City Accident & Health Club. Other officers elected at the annual meeting are Charles Kate, Mutual Benefit Health & Accident; V. E. McCollum, Massachusetts Protective, and Herbert Nelson, Travelers, vice-presidents; Harvey Thompson, Washington National, secretary, and Arne Bruheim, North American Life & Casualty, treasurer.

### A. & H. Association Annual Meeting to Be June 29-July 1

DETROIT—The annual meeting of the National Association of Accident & Health Underwriters will be held in Detroit June 29-July 1. The dates were decided upon at a directors' meeting of the Detroit Accident & Health Association, host organization, after officials had checked on hotel facilities.

Plans for entertaining the convention were discussed informally. President Charles Waddell, Loyal Protective Life, was in charge, assisted by H. H. Jones, Commercial Casualty, past president and national director. Committees were set up and selections for chairmen discussed, with appointments to be announced after acceptances have been received.

A. W. Greenfield, general agent General American Life and vice-president of the club, was designated to handle the publicity for the convention.

### Continental Casualty Has New War Risk Rider

Continental Casualty has issued a new war risk rider for attachment to accident or accident and health policies, which grants complete coverage within the United States or Canada south of the 55th degree against "any act or condition incidental to a state of war (except direct enemy action)." Indemnity for loss by direct enemy action is limited to an aggregate of \$5,000 under one or more policies in the company held by any one assured. It excludes service in the military, naval, aeronautical or any other branch or division of the armed forces of any state or country.

#### Panel at Columbus A. & H. Rally

COLUMBUS, O.—Edwin Hoffman and his staff of Metropolitan Life will present a health and accident panel digest at the meeting of the Columbus Accident & Health Underwriters Association Friday.

#### Nephritis Held Accidental

FRANKFORT, KY.—The Kentucky Court of Appeals upheld a \$2,000 judgment awarded Mrs. Fannie Milner in McCracken circuit court against Pyramid Life. The opinion said the woman's husband died of nephritis following face and hand burns in a fire in his home in 1939. He carried a \$1,000 policy, with double indemnity. The court declared medical testimony showed nephritis frequently resulted from burns and therefore the accidental death clause was effective.

#### Life Insurance Women Speak

Miss Elsie M. Mathews of the Ramsay agency, Newark, recently appointed women's division chairman of the National Association of Life Underwriters, and Miss Mildred Stone, Mutual Benefit Life home office, spoke at a dinner meeting of the Business & Professional Women's Club in Newark.

#### Launch New Hampshire Drive

MANCHESTER, N. H.—New Hampshire life insurance men have launched a statewide campaign for the sale of defense bonds and stamps in charge of Chris A. Allen, New York Life, Manchester state chairman National Association of Life Underwriters defense bond organization. Participating in the organization meeting were Abraham Shoul, Union Central, Manchester; W. F. Grant, Aetna Life, Concord; W. J. Starr, U. S. Treasury Department, and representatives of local associations.

### U. S. Chamber Scans Insurance War Time Moves

A general picture of the situation in the insurance field as America enters the world conflict is presented in the "Washington Review" of the U. S. Chamber of Commerce, as outlined by Terence F. Cunneen, executive assistant for insurance. He refers to the creation by the Reconstruction Finance Corporation of the War Damage Corporation; to the fact that the Maritime Commission has established a \$40,000,000 fund to provide war risk insurance and reinsurance on American vessels; to the fact that at Dec. 31 life companies held \$5,815,000,000 of securities of the federal government; to the insertion of war clauses in life policies; to the issuance of national service life insurance issued by the government; to the life insurance rate increases and to the fact that in recent months fire and casualty companies have been emphasizing the necessity of fire prevention and safety programs.

### Commissioners for Education on Non-admitted Carriers

LINCOLN, NEB.—Insurance Director Fraizer, who is chairman of the committee on laws and legislation of the National Association of Insurance Commissioners, says special study is to be given the question of handling non-admitted companies, and that a campaign of education and to some extent one of legislation will be sponsored this year. Nebraska's position, he said, is somewhat vulnerable because it has several large companies that write by mail, radio and newspaper advertising in states in which they are not admitted. The Nebraska law does not forbid Nebraska companies to do this, and this puts the director on the spot, although he has condemned this in public utterances, correspondence and otherwise.

#### N. Y. Home Office Values

Home office buildings of the Metropolitan, New York Life, Equitable Society and Mutual Life show up prominently on the tentative real estate valuation list just released by New York City. Metropolitan's buildings are valued at \$35,100,000, of which \$11,600,000 is the building at 1 Madison avenue and \$23,500,000 the buildings across 24th street, which include the two new structures and an older building housing the auditorium.

New York Life's building is valued at \$18,500,000, Equitable Society's building at \$13,300,000 and Mutual Life's at \$8,800,000. Metropolitan's huge Parkchester development is assessed at \$52,757,000.

#### War Bonds for Bankers, Neb.

Defense bonds will be used as awards to agents of Bankers Life of Nebraska during 1942 in all special production campaigns. This year, the slogan is "We'll Do It Too—in '42."

#### Explains National Service Cover

S. J. Foosner, Newark attorney, is author of a series of three articles appearing in the Newark "Sunday Call," explaining the facts about national service life insurance, in question and answer style.

#### Show Occupational Films

The Underwriters Club of Acacia Mutual Life initiated its 1942 series of occupational film showings with "The Story of Sulphur," made in cooperation with the Texas Gulf Sulphur Company, and "The Construction of Boulder Dam," released through the Interior Department.

These pictures have been very helpful to underwriters in their evaluation of occupational risks. Invited guests included underwriters and officers of other Washington companies and representatives of inspection agencies.

### St. George Fraternal Is Being Reinsured

St. George Fraternal of Chicago, the small society of all English born persons, is being reinsured by North American Union of Chicago. A 100 percent lien is being placed on all certificates, due to the fact that virtually all assets were embezzled by F. R. Carlin, supervisor, now serving a two to eight years prison term for the offense.

The chances of claimants receiving more than a pittance are reduced by the necessarily high proportion of liquidation expenses in relation to remaining assets. The Illinois department liquidation bureau under F. J. Bartsch found scarcely any records of transactions, and especially none of investment operations. It was necessary to build up a completely new record from all available sources including bond houses with which Carlin dealt. This called for securing original buy and sell orders, and in many cases for subpoenas to the bond men who refused otherwise to cooperate.

Assets have not yet been valued. This will be done after all claims have been filed. Final date for filing claims is April 1, 1942.

#### Assumption Certificates Sent

Assumption certificates were sent out Jan. 28 by George E. Cobb, president of North American, to 1,259 certificate holders, who are given 30 days from date of mailing these certificates in which to subscribe or dissent. The lien is to be reduced by any dividends that may be declared up to July 1, 1944, when the lien is to become permanent.

There is possible salvage in the \$10,000 bond on Carlin. Due to the small amount of assets which he left—it was estimated he hypothecated at least \$125,000 of securities of about \$165,000 total assets—his bond represents a very large proportion of the realizable assets.

The reinsurance agreement calls for North American Union to take over all assets except the portion necessary to pay liquidation costs, handle approved claims and care for interests of dissenting certificate holders. The formula calls for a ratio to be applied to claims based on fair cash market value of assets, less liquidation cost, in relation to net liabilities.

St. George Fraternal members when confronted with almost complete loss of the assets, decided not to attempt to keep the society going by declaring whatever assessment would be necessary. The reinsurance arrangement was invited by the liquidation bureau.

#### Conflict on Group Cover in Ohio

The attorney-general of Ohio holds that a municipal corporation may, as part of the compensation of its employees, authorize payment of all or part of the premium on group life insurance covering such employees, except members of the police and fire departments. An insurance company may not, however, lawfully issue a contract of life insurance in Ohio covering a group of employees of a municipal corporation unless the entire premium on such policy is to be paid by the employees.

#### Los Angeles Man's Record

J. T. Wright, industrial life agent with the W. H. Ferrell agency in Los Angeles, has attained 20-year membership in the Washington National Veterans League and has been awarded his membership pin.

He has spent his entire 20 years with the Los Angeles agency, handling industrial debit in the same section of the city in all that time, and his average weekly debit has been \$300 per week, which places him among the leading industrial producers throughout the country.

Albert Hirst's booklet "When a Man Dies" should be in the hands of every one of your large clients. Four copies \$1. Order from National Underwriter.



## LEGAL RESERVE FRATERNALS

### Lawyers Announce Chicago Program

A fine program has been arranged for the annual meeting of the Illinois Fraternal Congress to be held in the Morrison, Feb. 21, Walter C. Below, president Fidelity Life, Congress president announced.

Thomas R. Heaney, Catholic Order of Foresters, president National Fraternal Congress, will speak. Annual reports will be read and officers elected.

The afternoon program will be devoted to the fraternal youth program, with Fred A. Johnson, Royal League, in charge. The speakers on this portion of the program were previously announced.

An interesting program for the Fraternal Society Law Association meeting Feb. 20-21 at the Morrison hotel, Chicago, during the midwinter gathering there of several fraternal organizations, was announced by Richard F. Allen, secretary, who is general counsel of Standard Life, Topeka.

Papers will be presented by R. H. Matthias and Otto Rentner, Chicago, and K. E. Midgley, Kansas City, on current questions, and by N. E. Hood, Wausau, Wis., on "The Important Factors to Consider in the Purchase of Bonds."

The Fraternal Society Law Association will hold its annual Washington's Birthday luncheon Feb. 21 in the Morrison hotel at Chicago. The speaker will be Dr. Preston Bradley, pastor of the People's church of Chicago and radio commentator.

### Atherton Wins F. I. C. at Modern Woodmen Rally

Oscar Atherton, Carbondale, Ill., district manager, was awarded the F. I. C. degree at the sales meeting of 18 district managers of Modern Woodmen held in Springfield, Ill. J. C. Phillips, Rock Island, assistant to the president of Modern Woodmen, made the presentation at a banquet.

Tom Haegge, Peoria, state manager, was chairman of the sales meeting. Instructors were Clyde Minard and his assistant, Mr. Stepp, both of Rock Island.

The German Beneficial Union of Pittsburgh has changed its name to Greater Beneficial Union.

### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller

Frances D. Partridge

Supreme President

Supreme Secretary

Port Huron, Michigan



ONE  
OF THE MANY  
GREAT FRATERNALS

**AID ASSOCIATION for LUTHERANS**  
APPLETON, WISCONSIN

### Morin Succeeds Hand in I. O. F.

Frank E. Hand, supreme chief ranger of Independent Order of Foresters, Toronto, has resigned and Victor Morin, a prominent notary and attorney of Montreal, was elected to succeed him. Mr. Hand remains active as assistant supreme chief ranger and superintendent of field work, and was elected supreme councilman. Mr. Hand explained his action as due to economic conditions and personal reasons.

W. W. Dunlop, editor of "Independent Forester," was elected past supreme chief ranger.

Mr. Hand has led the affairs of the society for 12 years. He is widely known in the United States and his counsel has been greatly respected in the National Fraternal Congress, of which he has been an active member for many years. He is a native Missourian who has spent a great many years in fraternalism.

### Morin Distinguished Citizen

Mr. Morin is dean of the executive council. He is a member of the prominent Montreal legal firm of Morin & Morin which was founded in 1841. He was a professor of the law faculty of University of Montreal, from which he received the LL.D. He was founder of L'Association de Notariat Canadian, for 33 years was its treasurer and was its president in 1930. The next year he was appointed by the Quebec government on a commission to improve the legal status of the married women's laws, and in 1935 was named a commissioner for abolition of the seigniorial rights in the province of Quebec.

Various amendments to by-laws were adopted. A section was amended to provide specific authority for the issuance of endowment certificates, and another similarly relating to juvenile endowments. The investment board was increased from three to four members, the chairman to be the supreme chief ranger or a member appointed by him. High courts now may be empowered to conduct surgical benefits and other medical services with approval of the executive council.

Authority was given to the supreme council to withdraw charters of high courts in the British Isles for the duration of the war.

### Oscar New President of Wisconsin Congress

S. A. Oscar, Madison, Wis., was elected president of the Wisconsin Fraternal Congress at the annual meeting held in Milwaukee. Joseph G. Grundle, Milwaukee, secretary Catholic Family Protective, was advanced from director

# A \$97,500,000

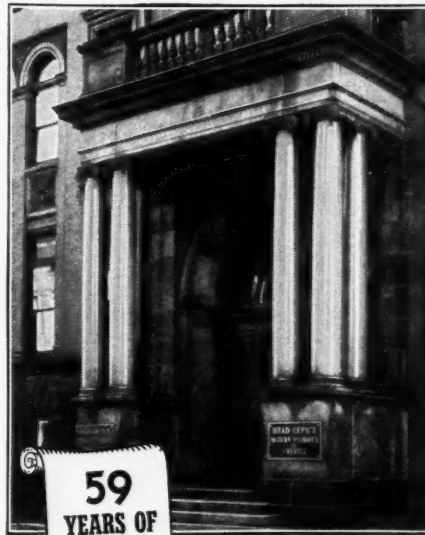
## Society

Entering upon its sixtieth year, looks confidently to an ever-widening spread of fraternal life insurance service to the people of America in the years ahead.

1883

**\$635,000,000**  
paid in benefits

1942



59  
YEARS OF  
SERVICE

## MODERN WOODMEN OF AMERICA

HEAD OFFICE

ROCK ISLAND, ILLINOIS

## Life Insurance PLUS

It made an amusing little story for the city-dwellers to read over their morning coffee—but it spelled tragedy for the doctor and his relatives. Judged hopelessly insane, the unfortunate doctor was sent to an institution. His family, as with most families of doctors, was left without income.

But that particular doctor had recognized the vulnerable position of a doctor's dependents. He had safeguarded his family against the possibility that some day he might become unable to pursue his profession. A Maccabees \$25,000 20 Pay Life certificate with *Income Disability* was his bulwark against misfortune. Today, and as long as the doctor continues to be totally disabled by his illness, his family receives \$250 each month and the rates will be waived.

That particular *Income Disability* feature is one which makes the job of Maccabees field men easier. They know that The Maccabees is one of the few insurance institutions in the United States and Canada which issues *Income Disability*—and that it stands almost alone in that it pays \$10 per month per thousand.



All names used are fictitious, but the case is an actual one taken from Maccabees files.

## THE MACCABEES

5057 Woodward Ave.

DETROIT

MICHIGAN

to vice-president, and G. A. Comstock, Equitable Reserve, Neenah, Wis., was reelected secretary-treasurer.

Mr. Oscar succeeds N. J. Williams, president of Equitable Reserve. The new directors are D. C. McDowell, Soldiers Grove, Wis.; Elmer Anderson, Eau Claire; Elsa Schreiber, Milwaukee, and J. D. Reeder, actuary Aid Association for Lutherans, Appleton.

Retiring President Williams gave his annual address in the morning session and was followed by R. L. Blodgett, assistant secretary National Mutual Benefit, who talked on "Wisconsin Fraternalists — Yesterday and Today." Actuary Reeder of Aid Association spoke on "Inflation and Its Possible Effect on Life Insurance," and M. L. Ridgeway, assistant secretary Equitable Reserve, on "War Clause and Its Effect."

After luncheon at which the new officers were installed, H. A. Mitchell, field manager Equitable Reserve, talked on "Developing and Training a Field Force," and Mr. Grundle on "Prospects for 1942." H. W. Adams, director National Mutual Benefit, gave the report of the advertising committee.

### Fidelity Life Organizes Complete Defense Aid

Fidelity Life's national juvenile convention, which has been held annually in Fulton, Ill., for 16 years, will not be staged there this year, but instead in local lodges. Candidates for the honorary offices will be selected through a special membership campaign and the national election conducted by mail.

This change was made to aid the government program to conserve tires and expenses. Part of the money which would have been used for convention purposes has been invested in defense bonds. It will be known as the 'Victory Convention' because of the resources released for national defense.

Juvenile lodges are cooperating in the defense program by helping the Red Cross, selling defense stamps and taking part in other projects. The sales department is cooperating by urging representatives to buy defense bonds, and also offering an extra bonus in a "special Red Cross" campaign in February, to be paid to local chapters of Red Cross as a contribution from the representative and Fidelity Life.

### Protected Home Circle Has Many Increases in Year

Protected Home Circle had a large increase in assets, membership, insurance in force and premium income last year, President S. H. Hadley reported.

Assets increased \$575,025 to \$10,794,802. Unassigned or surplus funds amounted to \$638,034, contingency reserve \$532,823, in addition to legal reserve, of \$9,469,493.

Membership was increased 1,041 senior members and 1,499 juniors, the combined senior and junior membership being 78,833. Insurance in force is \$59,496,060, increase \$1,255,251.

The sum of \$1,065,818 was paid out in death claims, permanent disability and specific accident claims, cash surrender values, endowments and dividends to members. Since organization Aug. 7, 1886, the society has paid out \$40,883,578 to members and beneficiaries.

New members written for the year numbered 11,377, which, with increased insurance written on members, amounted to \$7,128,000 insurance.

### Policy Keyed to Social Security

Equitable Reserve Association of Neenah, Wis., has brought out an interesting new policy which is called "Plan 65." The premium payments stop at age 65 and the policyholder, if then living, receives a cash payment in the amount of \$723.24 per \$1,000 policy. It is designed to round out the social

security program by giving a man a lump sum at the time when he commences receiving his social security monthly benefits and he is also relieved of further premium payments after he enters upon retirement.

If the assured on attaining age 65 prefers some other settlement than the \$723.24 cash payment, he may take \$361.62 in cash and a \$500 paid up life contract, or \$82.31 annually for 10 years certain, or a \$1,000 fully paid up life contract.

Age	Annual	Age	Annual
16	\$16.61	36	29.38
17	16.98	37	30.56
18	17.34	38	31.82
19	17.74	39	33.20
20	18.15	40	34.69
21	18.59	41	36.30
22	19.05	42	38.07
23	19.53	43	40.01
24	20.04	44	42.14
25	20.58	45	44.48
26	21.16	46	46.98
27	21.77	47	49.74
28	22.42	48	52.81
29	23.11	49	56.26
30	23.82	50	60.13
31	24.61	51	64.54
32	25.44	52	69.57
33	26.32	53	75.40
34	27.27	54	82.23
35	28.29	55	90.34

### Equitable Reserve 20% Ahead

The delivered business of Equitable Reserve of Neenah, Wis., increased 20 percent last year over the previous year. In December the business was greater by 116 percent than that of December, 1940. In the adult department delivered business last year amounted to \$1,584,500 and in the junior department it was \$873,000.

### Neff Will Open New Office at Springfield

B. E. Neff, assistant counsel and legislative representative in the Illinois insurance department since 1937, has resigned to enter the practice of law with headquarters in the First National Bank building at Springfield, Ill. He has been contemplating this move for a year or so but was induced to stay on owing to legislative activities. He has been the counsellor in all branches and divisions of the department. In 1939 and last year he represented it in legislative matters in Illinois and met with much success. During the last three months he has been supervisor of policy forms.

Mr. Neff will engage in the general practice of law, specializing in legislation, general insurance problems and insurance administrative law. He is a graduate of the University of Illinois law school and before joining the insurance department was associated with the legal firm of Sinnett & Britton at Rock Island.

## AGENCY CHANGES

### Two General Agents Named in East

Two general agents have been appointed by Penn Mutual Life, Frederick Wright at Springfield, Mass., and Syd-



FREDERICK WRIGHT

ney N. Forson at Portland, Me. These are promotions within the company's own field.

Mr. Wright has been unit manager with the H. M. Faser, Jr., agency, Boston. He is a native of Bellaire, O., and graduate of Culver military academy and the business school of University of Pennsylvania. He joined the Faser agency of Penn Mutual in New York City and sold over \$100,000 his first year. In 1936 he was selected as a life insurance counsellor for the company's salary savings life insurance sales. When Mr. Faser transferred to Boston, Mr. Wright went with him as assistant, starting a unit of young college men, and recruiting and training new agents. He is a C.L.U.

#### Forson's Experience

Mr. Forson has been group supervisor and agency assistant to Osborne Bethea, Penn Mutual general agent in New York City. He is a native of Garrison, N. Y. For 10 years he was a

### American United STREAMLINED FOR THE TIMES

Stripped of all non-essentials, this 65 year old mid-western life company has moulded its present organization and insurance policies—participating and non-participating—to meet current conditions. Agents are equipped to present a sure-fire program to prospects and enjoy for themselves large renewal commissions during the early years of each policy. It's "Go" for you in '42 with American United.

FOR VICTORY  
Buy U.S. Government  
Defense bonds and  
stamps

AMERICAN UNITED LIFE INS. CO.  
INDIANAPOLIS, INDIANA

### Something New IN LIFE INSURANCE

A Pure Protection — Ordinary or Whole Life policy without secondary banking or Cash Value features.  
Low net renewal cost.

Our limited pay policies permit the withdrawal of Cash Values

Without cancelling policy

Without note, interest or reducing policy

We pay the Beneficiary  
Face of Policy + Cash Value + Dividends

Many other new features  
that appeal to thinking people

34 YEARS

Dependable service to policyholders.  
The sun never sets on an unpaid claim

Commissions that will interest any  
salesman. Previous experience not essential

Interstate Reserve  
Life Insurance Company  
TEN EAST PEARSON STREET, CHICAGO



member of the business staff of the Associated Press at the New York headquarters, then became a life agent in New York with J. Elliott Hall in 1928.



SYDNEY N. FORSON

After three years he was placed in charge of the brokerage department. When Mr. Bethea succeeded Mr. Hall in New York, Mr. Forson became group supervisor and agency assistant.

## Strange Is General Agent Ohio Natl.

CINCINNATI—Thomas W. Strange has been appointed general agent of the home office general agency of Ohio National Life here. Mr. Strange has been associate general agent with the



THOMAS W. STRANGE

company since March, 1940, and his promotion follows the recent appointment of Ray Hodges, former general agent, as superintendent of agencies of the company.

Mr. Strange has had 20 years experience in life insurance. He was formerly associated with the Cincinnati agency of Pacific Mutual Life. He is a graduate of the University of North Carolina where he took a degree in electrical engineering. He is a veteran of World War I with more than 400 hours flying credit.

## Sun Life Names Kennedy Atlanta Branch Manager

J. E. K. Kennedy has been appointed Atlanta manager of Sun Life of Canada and will supervise the state of Georgia. He has been a home office regional supervisor for the southeastern states, with headquarters in Atlanta, the past year.

He joined the Sun Life agency department at Montreal in 1927. In 1931 he was named agency assistant for the United States division, but resigned in 1937 to enter the field as an agent in



J. E. K. Kennedy

Chicago. After a successful personal sales record he was appointed assistant manager at Peoria, Ill., in September, 1939.

## Bickel Retires; Three Men to Handle West Virginia

R. A. Bickel, general agent of Home Life of New York in Huntington, W. Va., has retired after having won the company's highest award, the President's Trophy, which is awarded annually to the general agent who does the most outstanding job in agency building and direction.

His voluntary retirement at 65 follows 31 years as general agent in Huntington. In recognition of his service, the title of general agent will not be given to any



R. A. BICKEL

successor there during Mr. Bickel's lifetime.

Mr. Bickel's 1941 record was a 50 percent increase in new paid business over 1940, and his agency exceeded its quota by 43.3 percent. The agency's quality efficiency ratio, Home Life's measure of new business less first or second year lapses, was 94 percent, one of the highest in the company. In consistent monthly production his agents scored 66 percent of total possible credits.

Mr. Bickel went with Home Life as general agent in 1910 after a colorful career in West Virginia as country store clerk, plow salesman and "news butcher."

The West Virginia territory will be covered by three agencies. W. C. Petty, supervisor in the agency, and who was drafted into the business by Mr. Bickel, has been appointed branch manager for the Huntington area. In Bluefield, W. Va., James S. Dudley, who also has been associated with Mr. Bickel, will be branch manager. The third office is in Charleston, headed by W. B. Madeira, branch manager.

William Huron, cashier of the Bickel agency, who has served there for 19 years, has been appointed company cashier and will continue in the Huntington office.

## Silberberger to San Antonio

Lloyd Silberberger of the E. F. White agency of the Connecticut Mutual at Dallas has been appointed supervisor in charge of the San Antonio agency during the absence of General Agent G. A. Helland, who is a reserve officer and has been called for duty in the transportation division. He is at a camp in Wyoming. Mr. Silberberger joined the White agency in 1935, having been membership secretary of the health service of the Dallas Y.M.C.A. In June, 1940, he was made supervisor and last June was made assistant general agent.

Mr. Helland has reported to Fort Francis E. Warren, Wyo., as a lieutenant in the quartermaster's department.

## Hodder Aid to A. M. Embry

Ernest C. Hodder has been appointed an assistant manager of the A. M. Embry agency of Equitable Society in Kansas City, replacing E. Ned Embry, who has been transferred as district

# BUSINESS GETTING SALES IDEAS

## Plenty of Sales Can Be Made Under War Conditions

If the business of selling life insurance is to hold any interest for the agent in the future it must enable him to make money, William T. Earls stated in his talk before the general agents' meeting of Connecticut Mutual Life at Hollywood, Fla. Mr. Earls, general agent at Cincinnati, was awarded the annual trophy for the outstanding record in organization development.

An agent, he said, is not a philanthropist or a disseminator of free tax knowledge. The only real excuse for his being in the business is to make a better living than he could elsewhere. The past year was a good year for good agents but what about the future?

### War Will Help

Of the effect of war Mr. Earls said: "The picture for the individual agent who does not have to go to war is exceedingly bright." War will turn people's thoughts to death, and an agent can readily persuade a man to set his own house in order when he sees catastrophe befalling those around him.

The war clause adopted by many companies can be used by agents as a strong closing aid, he said. Mr. Earls persuaded a policyholder to get examined to guard against the changes in contracts the companies were making. When discussing the \$15,000 that was under option, the prospect asked if the policy had a war clause. Of course, Mr. Earls replied, "but it doesn't apply to you, unless you fight outside the United States or get into the air service." When he agreed that the restrictions did not pertain so definitely to him, Mr. Earls urged him to grab the liberal coverage while it was available. This he did without too much protest.

### Taxes Only a Percentage

Higher income taxes will take a large slice of national income, but agents should remember that taxes are but a percentage. Even in the highest income brackets there is always something left over for reinvestment. A

manager of Wichita. Mr. Hodder is a graduate of the University of Nebraska, has been with Equitable 5½ years and led the agency in 1941.

## Zerlaut Cincinnati Organizer

E. Laverne Zerlaut has been appointed agency organizer for the New York Life in Cincinnati. He started with New York Life as an agent at Sitka, Mich., over three years ago. He wrote 171 applications his first year and has written at least 10 applications a month ever since he has been in the business. Mr. Zerlaut will work under G. B. Skiff, agency director, who recently was appointed to succeed L. B. Dierkes.

## Occidental Makes Coast Shifts

Occidental Life of California has transferred H. P. Baldwin, assistant brokerage manager in the San Francisco office, to Fresno as assistant manager.

Supervisor Ellsworth Hobler of Fresno office goes to San Francisco as an assistant manager. C. W. Claunch of the San Francisco cashier's office succeeds Mr. Baldwin as assistant brokerage manager.

Philip T. Seibert has been appointed assistant manager of the Trammell agency of Reliance Life in Martinsburg, W. Va.

great many people spend less than they make, and while there may not be as many with investable income, they will be easier to find and easier to sell. Surplus earnings in periods of high taxes must be invested where they will not be subject to additional tax.

Mr. Earls' office is using the present surtax schedule as a reason why people absolutely must invest their money in life insurance, where their income tax is at least postponed if not reduced. Mr. Earls recently persuaded one fellow who was worried about taxes to place \$10,000 of his savings with life insurance companies. They will pay the taxes on it until he actually needs the money. His need of the money probably will come at a time when his surtax bracket will be smaller, so that the tax will be considerably less than at present.

### Harder Times in 1932

Mr. Earls pointed out that in 1932, when he started in the life insurance business, nobody had any taxes to pay and would have welcomed the necessity. Yet life insurance agents managed to do a job then.

Another subject in the minds of agents is an increase in the cost of insurance. Mr. Earls doubts that such a threat will hamper agents' ability to make more money. He said if he could physically stand the pressure of new policyholders calling him on the telephone to deliver policies bought in advance of increased rates, nothing would make him happier than a threat of price increase about once every three months. He recalled that in 1938 when everyone was broke and worrying about war and war clauses, he sold almost as much insurance in one month on only a change in settlement options as he has sold since. Many agents did the same thing, yet in most policies there was no actual increase in premium whatever.

## Preparedness Key for Business Building in Agency Field

The present war situation presents an opportunity to eliminate the weak men in life insurance who tend to tear down the business. F. H. Haviland, vice-president Connecticut General Life, pointed out before a sales forum sponsored by the Chicago Association of Life Underwriters. Now is the time to encourage unsuccessful men to go to other lines of business where jobs are open, Mr. Haviland declared. Life insurance must tighten up on its agency forces and maintain smaller, high-grade agencies not only now, but after the war.

### Preparedness Key to 1942

Preparedness is the key not only to national defense but in life insurance works programs, Mr. Haviland declared. There are things to be done today and tomorrow and there is no room for waste. "Put every particle of value and ounce of energy in the job to be done," he urged. Preparedness gives the agent poise, saves him from humility, encourages him to become a motivating story teller. Preparation requires drill and study and the ability to develop driving power to overcome the natural procrastination of prospects. Planning the day's work is vital as 1942 must be an efficient year. Agents should key up the sales procedure and eliminate all interruptions.

Although there are various methods

of programming the agent should master one system. He must be prepared if he expects the prospect to say "this is the solution to my problem." It is up to life agents to dedicate their efforts to maintain life insurance as a dominant institution in the war period. Mr. Haviland urged agents to get off Main street and meet new people, follow war money closely and find people who have surpluses.

"Sit beside the prospect, get facts about his situation, make recommendations and radiate the certainty of the future," Mr. Haviland declared. The salesman should listen while the prospect is talking and not just wait until he gets through. The agent should weigh the prospect's thoughts and even remind him of what he has said in the sales talk which follows. The agent should talk straight from the shoulder about life and reality. His mission is to do a complete job and give people full opportunity to buy and not be just a good fellow who doesn't press for action. The main thing is to make the prospect realize his responsibilities and to present a solution whether it costs 10 or 20 percent of the man's income.

#### Hoy Gives Talk

It is important to "convince your prospect that you are worth knowing," E. C. Hoy, Chicago manager Sun Life of Canada pointed out. In dealing with people it is necessary to study their habits and meet them on their own basis. People are interested in what the agent has done for other persons in the same circumstances. If an agent wishes to increase his sales, he must be willing to pay the price and do the job. "If you want to be a bigger producer, plan to work up and not just to read a book and jump up."

Lee I. Loventhal, Northwestern Mutual Life, Chicago, presided.

#### Effect of Paper Shortage on House Organs Studied

HARTFORD—Local members of the Life Insurance Advertisers Association discussed the effect of the threatened paper shortage on issuance of house organs and sales promotion material. As between reducing the size of house organs or their frequency, most members felt that a reduction in frequency was the preferable course, since the sizes are pretty well standardized and a radical change in format would be a much more complex job than simply reducing the number of issues per year.

More attention will be given to ascertaining that agents receiving sales promotion material make effective use of it. However, it was felt that the paper supply situation has not changed sufficiently to warrant radical measures and that it would be unwise to do more at this point than to keep in readiness to move whichever way future developments indicate. Right now it is impossible to plan for either a normal supply of paper or a drastic shortage. An acute shortage has already developed in only one field, that of cardboard. Sharp curtailment of sales promotional material involving cardboard, such as book matches and the like, is in prospect.

#### Awards Defense Stamps as Prizes

LOS ANGELES—Occidental Life of California, which has been awarding its App-A-Week Club qualifiers merchandise credits, has decided to value each credit at 1/2 cent on the purchase of a defense bond or stamp. Since an agent can earn as many as 9,800 credits during his first full year of consecutive weekly production, and as many as 13,000 during his second and subsequent years, the plan is proving popular.

#### Honor Actuary on 80th Birthday

LOS ANGELES—John H. Upton, actuary Unity Mutual Life & Accident was honored at a luncheon on his 80th birthday by the Los Angeles members of the Actuarial Club of the Pacific States.

## POLICIES

(CONTINUED FROM PAGE 8)

tinuing on the American experience 3 1/2 percent, Illinois standard reserve basis. A digest of the new premiums follow:

Age	Ordinary Life	20 Pay Life	Paid-up 65	End. 65	Ret. 65	Re. & Inc. 65	5 Year Term
20	\$13.80	\$22.56	\$15.12	\$17.64	\$19.20	\$7.93	
25	15.60	24.72	17.28	20.16	22.44	8.23	
30	17.88	27.12	20.28	23.76	27.36	8.71	
35	21.12	30.36	24.60	28.92	33.72	9.40	
40	25.32	34.44	30.72	36.72	43.32	10.43	
45	30.96	39.84	39.84	47.88	58.32	12.38	
50	38.64	46.32	53.88		84.00	16.13	
55	48.84	54.96			136.08	22.64	
60	63.24	67.08				\$32.99	

\*For renewal only.

## Mutual Benefit Has New Dividend Scale

Mutual Benefit Life's new dividend scale for 1942 is presented below for three forms, ordinary life, 20 payment life and 20 year endowment, with an accumulated total for 20 years for the first two forms. President Hardin explained in many cases net cost would be lower than last year.

The first dividend is larger at most ages at issue on ordinary life and increasing premium plans, and also dividends for several years are larger. This results from a new dividend formula. The dividends are:

Age	Ordinary Life					Total Accu. 20 Yrs.
	1	5	10	15	20	
20	\$4.28	\$4.49	\$4.76	\$5.01	\$5.28	\$27.02
21	4.31	4.51	4.78	5.05	5.32	127.88
22	4.32	4.54	4.81	5.08	5.35	128.57
23	4.36	4.58	4.84	5.12	5.40	129.59
24	4.37	4.59	4.88	5.16	5.44	130.31
25	4.40	4.63	4.92	5.20	5.49	131.31
26	4.43	4.66	4.95	5.25	5.53	132.31
27	4.46	4.69	4.99	5.29	5.57	133.39
28	4.48	4.73	5.04	5.34	5.63	134.42
29	4.52	4.76	5.08	5.38	5.70	135.62
30	4.54	4.80	5.12	5.42	5.75	136.55
31	4.57	4.83	5.16	5.48	5.81	137.72
32	4.60	4.87	5.20	5.53	5.88	138.93
33	4.64	4.91	5.26	5.59	5.95	140.32
34	4.68	4.97	5.30	5.66	6.03	141.78
35	4.71	5.00	5.36	5.72	6.11	143.12
36	4.75	5.05	5.40	5.79	6.20	144.63
37	4.79	5.09	5.47	5.86	6.31	146.36
38	4.84	5.14	5.53	5.94	6.42	148.09
39	4.88	5.19	5.59	6.02	6.53	149.84
40	4.92	5.25	5.67	6.12	6.65	151.67
41	4.96	5.30	5.74	6.22	6.77	153.82
42	5.02	5.36	5.82	6.33	6.92	156.06
43	5.06	5.43	5.90	6.45	7.08	158.35
44	5.12	5.49	6.00	6.58	7.28	161.04
45	5.17	5.57	6.10	6.71	7.48	163.94
46	5.23	5.65	6.21	6.85	7.72	166.95
47	5.30	5.74	6.34	7.02	7.98	170.62
48	5.36	5.83	6.47	7.21	8.25	174.26
49	5.45	5.93	6.61	7.43	8.55	178.45
50	5.54	6.05	6.77	7.68	8.89	183.05
51	5.62	6.16	6.93	7.94	9.24	188.01
52	5.71	6.30	7.12	8.23	9.60	193.43
53	5.82	6.45	7.34	8.56	9.98	199.56
54	5.94	6.60	7.59	8.92	10.38	206.26
55	6.07	6.78	7.87	9.29	10.77	213.34
56	6.21	6.96	8.17	9.71	11.18	220.90
57	6.37	7.17	8.51	10.14	11.60	229.13
58	6.54	7.42	8.89	10.60	12.04	238.31
59	6.71	7.70	9.31	11.07	12.48	247.96
60	6.92	8.02	9.77	11.56	12.95	258.48
61	7.15	8.38	10.26	12.06	13.44	269.75
62	7.43	8.79	10.78	12.58	13.96	282.05
63	7.74	9.23	11.34	13.12	14.46	295.15
64	8.09	9.73	11.91	13.67	14.96	308.83
65	8.50	10.27	12.50	14.25	15.48	323.65
66	8.95	10.87	13.12	14.88	16.02	339.03
67	9.46	11.50	13.76	15.52	16.60	355.54
68	10.02	12.16	14.43	16.16	17.18	372.69
69	10.66	12.88	15.13	16.82	17.76	390.99
70	11.34	13.60	15.87	17.46	18.29	409.60

#### 20 Payment Life

Age	1	5	10	15	20	Total Accu. 20 Yrs.
20	\$4.25	\$4.60	\$5.04	\$5.50	\$5.99	\$134.60
21	4.28	4.62	5.07	5.54	6.04	135.52
22	4.29	4.65	5.11	5.59	6.08	136.36
23	4.32	4.68	5.14	5.62	6.13	137.32
24	4.35	4.72	5.18	5.67	6.19	138.38
25	4.37	4.74	5.22	5.71	6.24	139.34
26	4.40	4.78	5.25	5.76	6.29	140.35
27	4.43	4.81	5.30	5.80	6.34	141.36
28	4.45	4.85	5.33	5.85	6.40	142.44
29	4.49	4.88	5.38	5.89	6.46	143.54
30	4.51	4.91	5.42	5.95	6.52	144.63
31	4.55	4.94	5.47	6.00	6.58	145.96
32	4.58	4.99	5.51	6.06	6.66	147.21
33	4.62	5.03	5.56	6.11	6.73	148.51
34	4.65	5.06	5.60	6.17	6.81	149.71
35	4.68	5.11	5.66	6.24	6.89	151.32
36	4.73	5.17	5.71	6.31	6.97	152.81
37	4.76	5.20	5.76	6.38	7.06	154.28
38	4.81	5.25	5.82	6.46	7.17	155.95
39	4.85	5.30	5.89	6.54	7.27	157.77
40	4.89	5.36	5.96	6.62	7.38	159.50
41	4.95	5.41	6.04	6.72	7.49	161.56
42	4.99	5.47	6.11	6.83	7.62	163.65
43	5.03	5.52	6.18	6.93	7.75	165.71
44	5.10	5.60	6.28	7.05	7.91	168.33

45	5.16	5.67	6.38	7.17	8.07	171.00
46	5.21	5.75	6.48	7.30	8.25	173.81
47	5.28	5.84	6.60	7.45	8.44	176.97
48	5.35	5.93	6.72	7.62	8.63	180.34
49	5.43	6.02	6.85	7.80	8.84	183.92
50	5.52	6.13	6.99	8.02	9.08	188.00
51	5.60	6.25	7.15	8.24	9.32	192.36
52	5.70	6.38	7.33	8.50	9.56	197.17
53	5.80	6.53	7.53	8.77	9.82	202.43
54	5.92	6.68	7.77	9.08	10.09	208.32
55	6.05	6.84	8.02	9.40	10.34	214.36
56	6.20	7.03	8.31	9.77	10.63	221.32
57	6.36	7.23	8.63	10.14	10.92	228.86
58	6.53	7.47	8.98	10.54	11.22	237.03
59	6.70	7.75	9.37	10.96	11.53	245.72
60	6.91	8.06	9.81	11.40	11.86	255.51
61	7.14	8.41	10.28	11.86	12.21	266.01
62	7.42	8.81	10.79	12.34	12.57	277.54
63	7.73	9.25	11.32	12.85	12.96	289.92
64	8.09	9.74	11.88	13.40	13.35	303.27
65	8.49	10.28	12.47	13.97	13.76	317.61
66	8.95	10.87	13.08	14.59	14.22	333.12
67	9.45	11.49	13.71	15.24	14.69	349.30
68	10.02	12.17	14.39	15.91	15.21	366.77
69	10.65	12.86	15.09	16.58	15.75	385.01
70	11.34	13.59	15.83	17.29	16.31	404.29

#### 20 Year Endowment

	Dividend End of Year				
Age	1	3	5	10	20
20	\$4.20	\$4.51	\$4.83	\$5.64	\$6.51
21	4.22	4.53	4.84	5.66	6.52
22	4.25	4.56	4.86	5.68	6.54
23	4.27	4.58	4.90	5.71	6.57
24	4.30	4.60	4.92	5.73	6.60
25	4.33	4.64	4.95	5.76	6.62
26	4.35	4.66	4.97	5.77	6.64
27	4.38	4.69	5.00	5.81	6.68
28	4.41	4.71	5.02	5.83	6.70
29	4.44	4.74	5.05	5.87	6.73
30	4.47	4.78	5.09	5.90	6.77
31	4.50	4.82	5.12	5.94	6.77
32	4.53	4.85	5.15	5.96	6.83
33	4.57	4.87	5.18	5.99	6.87
34	4.61	4.91	5.22	6.02	6.91
35	4.65	4.95	5.27	6.07	6.96
36	4.68	4.99	5.31	6.10	6.99
37	4.73	5.04	5.35	6.16	7.05
38	4.77	5.08	5.39	6.19	7.10
39	4.82	5.12	5.43	6.25	7.16
40	4.86	5.17	5.48	6.29	7.22
41	4.91	5.21	5.52	6.36	7.28
42	4.96	5.27	5.58	6.42	7.36
43	5.01	5.32	5.64	6.48	7.44
44	5.07	5.38	5.69	6.56	7.52
45	5.13	5.45	5.77	6.64	7.62
46	5.19	5.51	5.85	6.74	7.72
47	5.26	5.59	5.92	6.84	7.84
48	5.33	5.66	6.01	6.94	7.97
49	5.41	5.75	6.10	7.06	8.13
50	5.49	5.83	6.20	7.18	8.28
51	5.59	5.94	6.31	7.32	8.48
52	5.68	6.05	6.44	7.48	8.69
53	5.80	6.18	6.58	7.67	8.93
54	5.91	6.31	6.73	7.88	9.19
55	6.04	6.46	6.88	8.10	9.47
56	6.19	6.62	7.06	8.39	9.80
57	6.35	6.79	7.26	8.69	10.14
58	6.52	6.98	7.51	9.04	10.51
59	6.69	7.20	7.77	9.40	10.90
60	6.90	7.45	8.08	9.83	11.31





Over 400 New York Life home office people are donating their blood for transfusion use of U. S. armed forces. President George L. Harrison (right of nurse) welcomes (left to right) Maj. Gen. James G. Harbord, New York chapter chairman Red Cross; Col. Earle Boothe, director of blood donor service, to New York Life's emergency hospital. Dr. W. J. Hammer, director New York Life's medical welfare department, is at the extreme right.



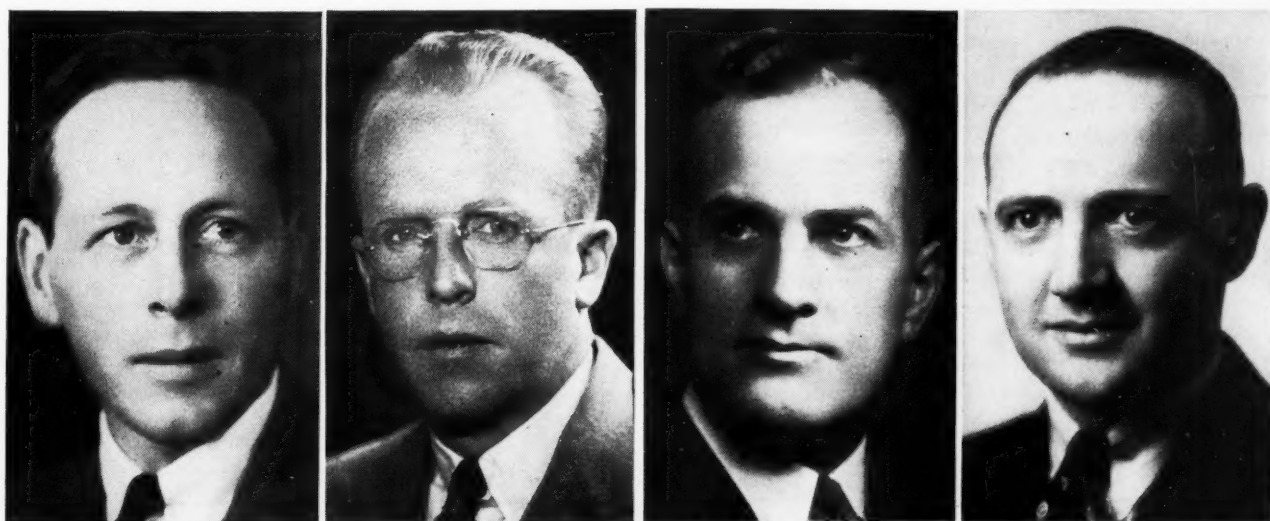
At the Georgia Sales Congress in Atlanta: Hugh M. Willet (left), Atlanta, for many years general agent for the Penn Mutual and president of the National Association of Life Underwriters in 1914-15; John A. Witherspoon, John Hancock, Nashville, president of the National Association; Thomas M. Fowler, Metropolitan Life, Columbus, president Georgia Association of Life Underwriters.



At American Association of University Teachers of Insurance gathering in New York: G. Wright Hoffman, professor of insurance and marketing, University of Pennsylvania. Robert Riegel, University of Buffalo, and R. H. Blanchard, Columbia University, both of whom are past presidents of the association; and L. D. O'Neill, Boston University.



President Lewis W. Douglas (seated), of Mutual Life of New York signs the first pledge authorizing the company to put aside a portion of his salary every pay day toward purchase of U. S. defense bonds under the voluntary salary allotment plan being established by Mutual Life for its 6,000 employees. Standing are Florence MacGregor, stenographer, and Vincent F. Lechner, president Mutual Life Association of home office employees.



T. A. GOOCH

A. G. MacKENZIE

C. J. BRACKLEY

G. A. WALTER

Canada Life's new agency officers have now assumed their positions. T. A. Gooch, formerly assistant superintendent, is now associated with R. G. McDonald as superintendent. A. G. MacKenzie, formerly agency assistant is now agency supervisor. C. J. Brackley, formerly a Toronto manager, is now group sales supervisor associated with M. M. Keachie, group supervisor. G. A. Walter, formerly field service supervisor, succeeds Mr. Brackley as manager of the Toronto Osgoode branch.





## So long as men work and dream and plan for the future

**S**O LONG AS MEN pursue happiness and security for those they love, they will seek assistance in the things that help their dreams come true.

That is one reason why Americans own more life insurance than any other people in the world . . . no other people are so free to plan their own futures.

But even the 65,000,000 Americans who own some life insurance do not own enough to carry out all their plans. Remember that each year 1,200,000 young men and women graduate from school or college . . . about 1,500,000 new homes are established . . . approximately 2,300,000 babies are born for whom parents wish to provide protection.

Circumstances change constantly, and these changes increase the need of people for life insurance protection. So, while Americans own much life insurance, they need

more. However, we believe it is no exaggeration to say that the number of people either unprotected or insufficiently protected would be much greater than it is . . . were it not for the life insurance agent.

The agent attracted the public's attention to life insurance in the days when it was new and novel. Because he believed enthusiastically and sincerely in life insurance, he succeeded in imparting that belief to others. Like the crusader he is, the agent had the courage and persuasiveness to help people adopt new ideas.

Without that same kind of salesmanship and service, Americans would still be driving horses and buggies. Homes would still be without washing machines, telephones, and radios. The idea of 65,000,000 people owning life insurance would be too fantastic to talk about.

*So long as men work and dream and plan*

*for the future, they need life insurance and the benefits it brings. So long as this is true, they should have, and do have the guidance of trained, experienced agents who are qualified to advise what type and amount of life insurance best fit people's needs and circumstances.*

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*This is Number 46 in a series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. Copies of preceding advertisements in this series will be mailed upon request.*

### **Metropolitan Life Insurance Company** (A MUTUAL COMPANY)

*Frederick H. Ecker,*  
CHAIRMAN OF THE BOARD

*Leroy A. Lincoln,*  
PRESIDENT

1 MADISON AVENUE, NEW YORK, N. Y.



**THIS IS THE FORTY-SIXTH** in Metropolitan's series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. It appears in: Collier's, Feb. 7; Saturday Evening Post,

Feb. 14; Business Week, Feb. 7; Time, Feb. 2; American Weekly, Feb. 1; Forbes, Feb. 1; United States News, Feb. 6; Nation's Business, Feb.; Newsweek, Feb. 2; American Mercury, Feb.